



# Jonathan

# Taylor

Art,  
Design  
&  
Direction

## Skills

Planning and design  
Sketch and concept art  
3D modelling and rendering  
Digital Sculpting  
Video Editing and VFX  
Game engine integration  
Animation  
Story boarding

## Software proficiency

- Adobe Creative Suite, particularly
  - Photoshop,
  - Illustrator,
  - In Design,
  - After Effects
  - Premier
- Corel Painter
- 3DS Max
- Cinema 4D
- Maya
- ZBrush
- Unreal
- Unity
- Substance Suite

## Contact and portfolio

Portfolio: [jontaylorartwork.com](http://jontaylorartwork.com)  
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Phone: +44 7727 132 008

## Profile

Professional artist and designer since 1995. I created art for the games industry up until 2013, and have been designing for theme parks, FECs and immersive, interactive experiences since then. I also sideline as an illustrator, predominantly for the TTRPG market. I still love what I do!

## Work Experience

### Full-time positions

#### **Seeper, London, UK**

Senior Creative  
May 2015 - October 2024

#### **Echo Peak, Brighton, UK**

Art Director  
August 2012 - September 2013

#### **Kuju/ Zoë Mode, Brighton, UK**

Lead Artist  
February 2005 - August 2012

#### **Argonaut Games, London, UK**

Senior/ Lead Artist  
2002 - 2004

#### **Rage Software, Sheffield/**

**Leeds, UK**  
Senior Artist  
2000 - 2002

#### **Gremlin Interactive/**

**Infogrames, Dewsbury/**  
Sheffield, UK  
Artist  
1995 - 2000

### Major freelance projects

#### **P.E.L. Creative, London, UK**

Dreamplay FEC Riyadh  
2024-2025

Washington Bible Museum

2014

Hub Zero - FEC concept and  
visualisation  
2013

#### **Pinnacle Entertainment Group,**

**Arizona, US**

Ongoing, regular illustration and  
concept for numerous titles  
2013-2025

#### **Online Blockchain IO, London, UK**

Created a series of NFTs based  
around the Rocky Horror Show  
2022-2023

#### **Near Light, Brighton, UK**

Concept and 360 video and game  
development for LEGO Vidiyo  
2020-2021

#### **Somo, London, UK**

Concept, storyboard and exhibition  
design for various clients, including  
Goldman Sachs, Audi, Wall Street  
Journal, British Gas and Hive  
2013-2015

## Education

**BA (Hons) Fine Art**, Humberside University, Hull, UK  
1990-1993

## Referees

### **Paul Lanham**

Founder and MD, P.E.L. Creative

[Paul@pelcreative.co.uk](mailto:Paul@pelcreative.co.uk)

### **Ed Daly**

MD Zoë Mode, Echo Peak, Seeper  
and The Chinese Room

[Edaly@thechineseroom.co.uk](mailto:Edaly@thechineseroom.co.uk)

# Featured Projects



## Gangsta Granny: The Ride

Alton Towers, UK, 2019-2020

I headed up the art team that produced all the digital media for this attraction. I also produced storyboards and managed to convince Harper Collins to let me produce the hand-drawn artwork, staying close to the style of Tony Ross, that was used in the final media. Additionally, I worked out technical implementation for issues such as projection mapping and dynamic audience POV. [More info here...](#)



## Gruffalo River Ride Adventure

Chessington World of Adventures, UK, 2019-2020

I oversaw the media content for this attraction, as well as designing the implementation within the specific areas. Additionally I was responsible for creating much of the final video content by reworking assets from Magic Light Pictures.

[More info here....](#)



## Hub Zero

Dubai, UAE, 2013

Produced concept and visualisations for the general areas and specific themed attractions in the Hub Zero FEC. This was the first of my projects with P.E.L. Creative

[More info here....](#)



## Treetop Adventure Golf

Birmingham, UK, 2021

Created during one of the Covid lock-downs, a severely reduced team meant to I got to handle all the creative aspects of this brief personally. Included a talking tree, and a larger-than-life undead flamingo actor. A few years later I also animate a vampire bat character. Very enjoyable

[More info here....](#)



## Crush

PSP computer game, Zoë Mode, published 2007

Included because this always has a special place in my heart. An innovative puzzle game on the PSP, I was lead artist, but had a large hand in the design and concept, and personally produced a large number of hand-drawn panels for the narrative cut scenes.

[More info here....](#)



## Kraang's Revenge: Drop Ride

Dream Island, Moscow, Russia, 2019-2020

Produced concurrently with Gangsta Granny, I lead the creative team working closely with Nickelodeon to create exceptional video content that tied into the action of the TMNT themed ride. Because this was done first I - inadvertently - ended up designing the ride itself. We also created a Dojo and games room, as well as q-line incidentals.

[More info here....](#)

This is a very small sample. Please check out [jontaylorartwork.com](http://jontaylorartwork.com) for a more comprehensive array of work