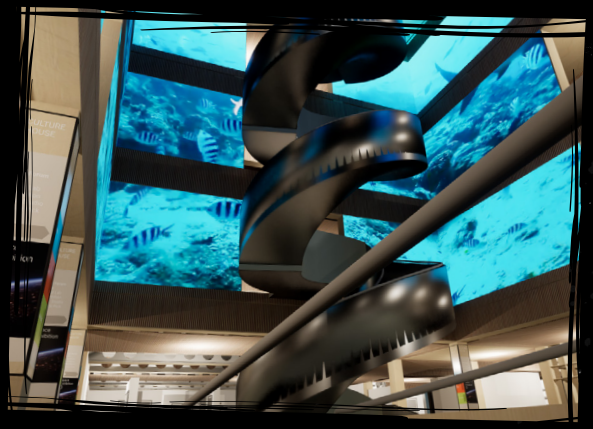
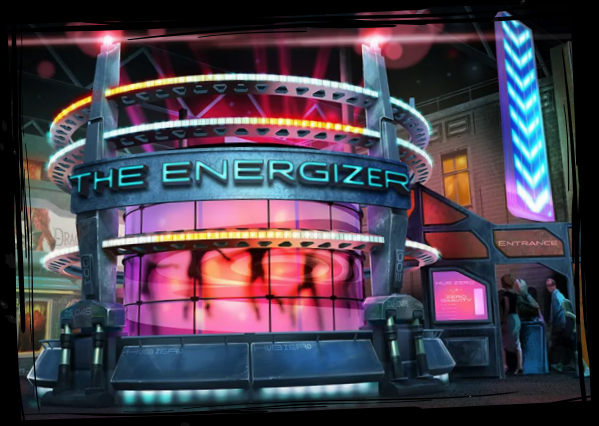
JON TAYLOR ARTWORK

DESIGN AND VISUALISATION

- Theme Park
- Aquarium
- Family Entertainment Centre
- Adventure Golf
- Museum
- Experiential
- Public building







October 2026

Design, art direction and visualisation for thematic and immersive experiences

30+ years of professional art and design experience

A BIT ABOUT ME

Having completed a fine art degree, resurrecting an earlier love of drawing comics somehow lead to work as a cel animator and concept artist at Gremlin Interactive. I remained full-time in the UK games industry until 2013, culminating in an Art Director role at Echo Peak.

A few chance occurences around that time pivoted me towards theme park, interactive and experiential design, the computer game art skills proving very transferable and all underpinned by artistic discipline and a stubborn refusal to just ever give up drawing and making stuff.

Today I work in creating, concepting and leading design across the thematic integration of parks and FECs, media, narrative, interactives, and speculative new ideas.

Driven by curiosity, my approach is based on a solid foundation of artistic ability, augmented by a broad command of technical knowledge and software to imagine, evolve and deliver compelling, creative solutions in a wide variety of situations.

CAREER HISTORY

- 1995 - 2013: UK Computer Games industry. From Artist to Art Director, including Gremlin Interactive, Rage, Argonaut, Kuju and Echo Peak
- 2013 - 2015: Contract work, including Hub Zero and Washingtn Bible Museum with P.E.L. Creative and various marketing camapaigns with Somo London.
- 2015 - 2024: Seeper, including Canary Wharf Marketing Suite, Gruffalo River Ride, Gangsta Granny at Alton Towers, various Sea Life Aquariums and much, much more.
- 2024 - 2026: P.E.L. Ceative, including Dreamplay Riyadh, Zafari Wilma Berlin, Zafari Riyadh and Sesame Street Riyadh.

SKILLS AND PROFICIENCIES

- Concept and ideation - incuding “classic” drawing and painting skills
- Development - guiding an idea through to deployment, identifying and solving risks and problems
- Visualisation - concept art, 3D modelling, sculpting and rendering
- Interactive design - from touchscreens and camera tracking to real-time walkthroughs
- Projection Mapping - a strong understanding of the underlying principles and effective use of form and space
- Motion and animation - 3D, character animation, motion graphics and video editing
- Art direction - on-site supervison, team leading and maintaining a vision

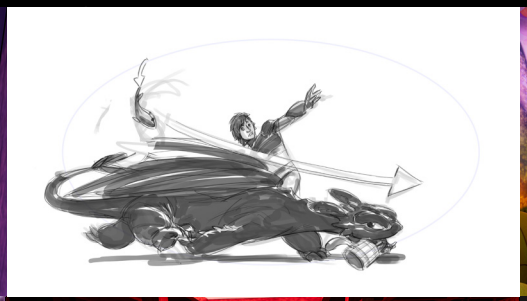
DREAMPLAY FEC: RIYADH

With P.E.L. Creative and IP2, I designed and developed several key areas of the Dreamplay FEC at Riyadh, KSA.

- Design and thematic visualisation for Kung Fu Panda, Trolls, How to Train Your Dragon, Shrek and Madagascar attraction areas
- Design and development for interactive attractions including Trolls disco and HTTYD arcade ride.
- Design for media including narrative develpment and storyboarding
- Production of final graphics at print resolution for vinyl wall and floor treatments

















ZAFARI FEC: RIYADH/ BERLIN

With P.E.L. Creative and IP2, I designed and developed several key areas of the Zafari FEC at Riyadh, KSA. The Berlin experience was an attempt to fit into a smaller expereince, with an emphasis on repeat visits for local families.

- Design and thematic visualisation for whole park
- Character sculpt and posing for manufacture
- Interactive and responsive design for attractions
- Interactive walkthrough using Unreal
- Production of final graphics at print resolution for vinyl wall and floor treatments

















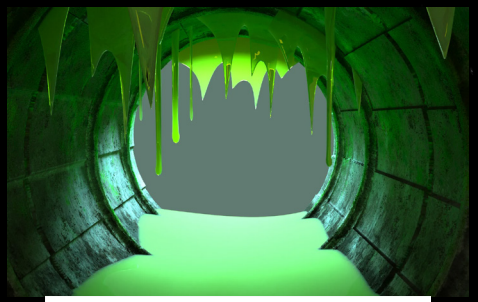


GANGSTA GRANNY RIDE: ALTON TOWERS

With Seeper and Merlin I created the media elements and implementation for Alton Tower's Gangsta Granny Ride

- Narrative design and storyboarding
- Techical solutions for projection mapping and media integration
- Sculpts for physical components
- Building and leading creative team
- Asset production - 2D and 3D - all the characters are hand-drawn by me in the style of Tony Ross
- 2D/ 3D Animation and video editing
- On-site installation and art direction

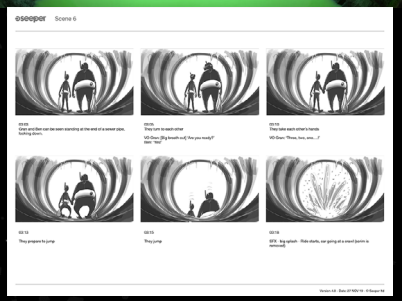


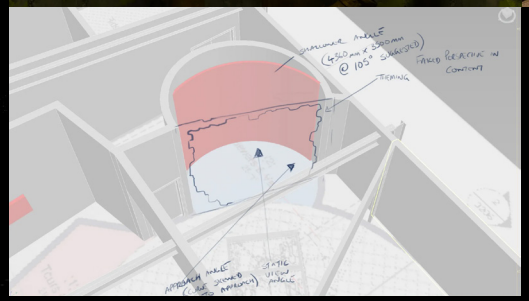
















https://jontaylorartwork.com/portfolio/gangsta-granny-the-ride-alton-towers/

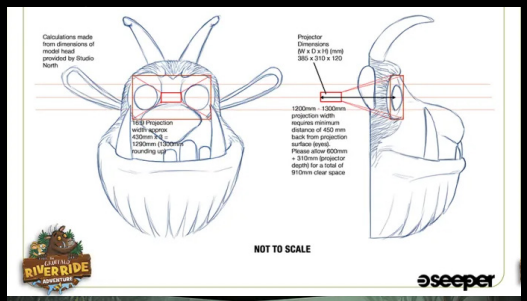
GRUFFALO RIVER RIDE: CHESSINGTON WORLD OF ADVENTURE

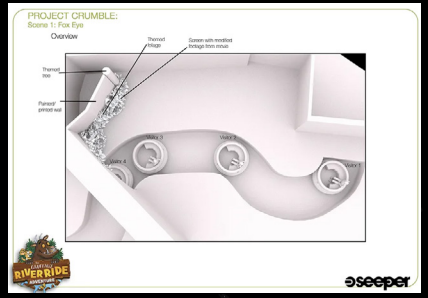
With Seeper and Merlin I created the media elements and implementation for Chessington's Gruffalo River Ride

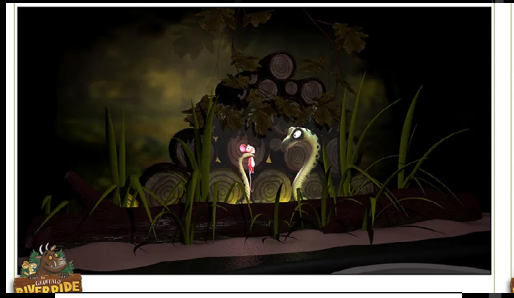
- Concept art and design
- Narrative design and storyboarding/ animatics
- Techical solutions for projection mapping and presentation
- Building and leading creative team
- Asset production - 2D and 3D
- Animation and video editing
- On-site installation and art direction





















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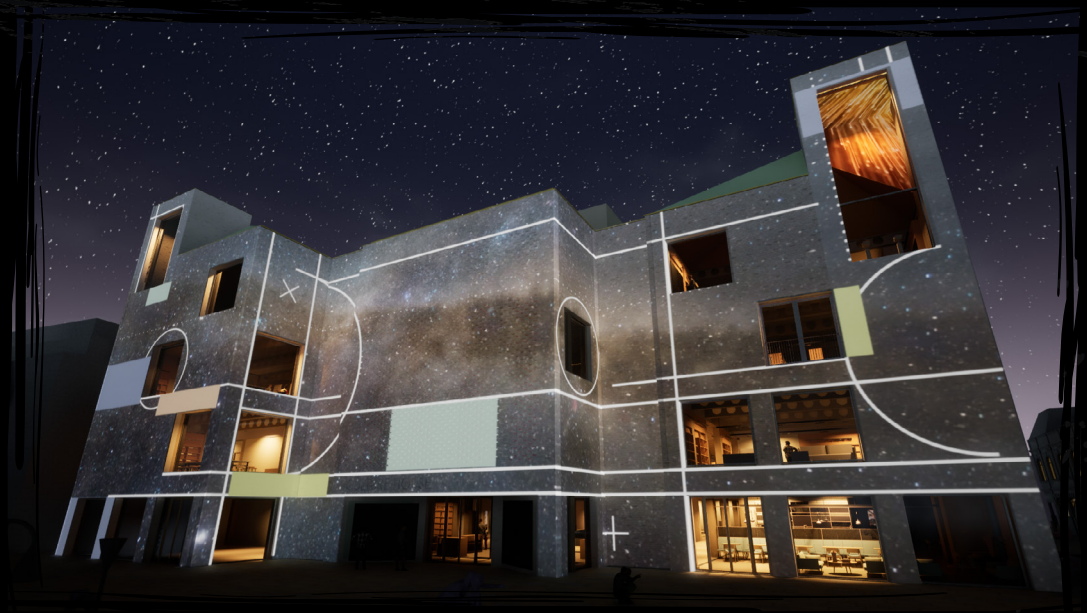
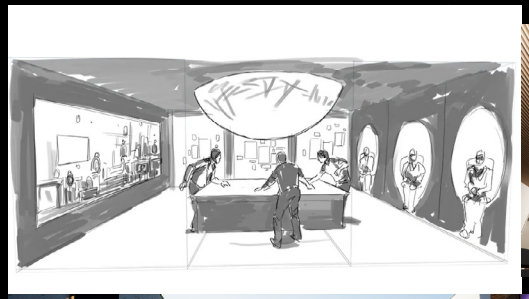
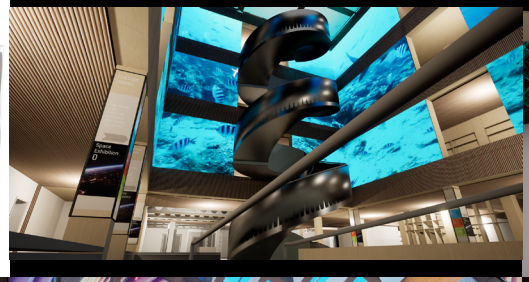
CULTURE HOUSE SUNDERLAND



Open now, I worked on early iterations of interactive and media implementations into Sunderlands flagship new arts and media building. This included working on a proposal for and creating content for series of massive screens arranged around the muti-floor atrium, and projection mapped shows for the exterior

- Concept and ideation
- Sketch and storyboards
- Projection mapping technical considerations
- Media, proposals and decks
- Proof of concept walkthroughs build in the Unreal engine















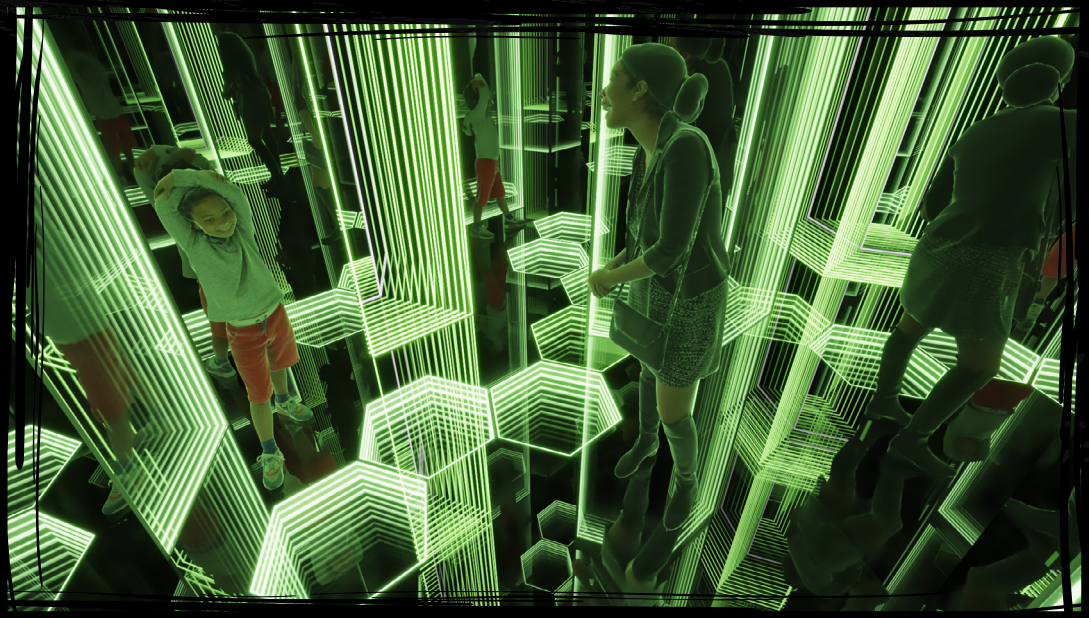


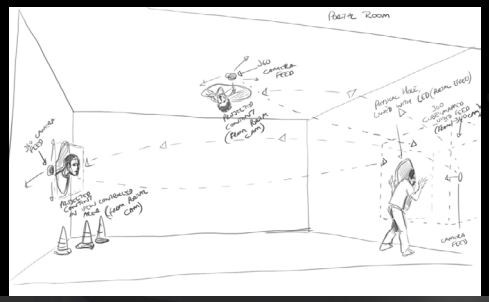
https://jontaylorartwork.com/portfolio/sunderland-culture-house-design-and-unreal-visualisation/

MUSEUM OF ILLUSIONS

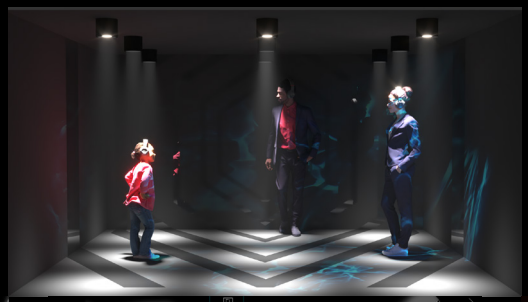
With Seeper, I was part of a team asked to look at contributing some new, more tech-driven attractions to the Museum of Illusions franchise. We conidered use of specifically auditory tricks, video, cameras and mirrors, and looked at a “walking through the wall” Pepper’s Ghost type illusion.

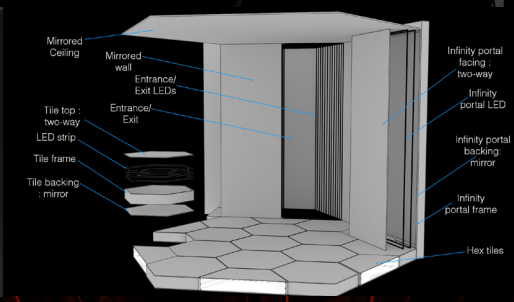
- Concept and ideation
- Sketch and storyboards
- Technical considerations and tests, especially using GI and raytrace rendering
- 3D modelling and rendering



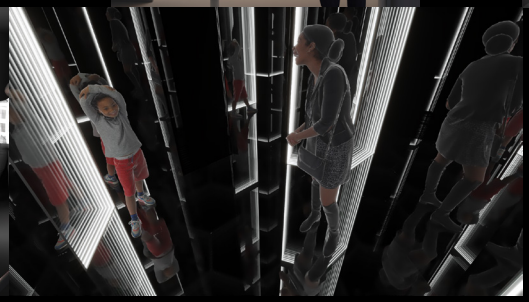




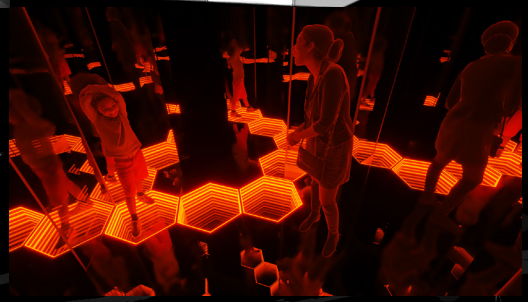












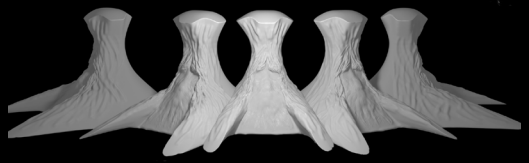
https://jontaylorartwork.com/portfolio/abandoned-speculative-attraction-and-design-work/

TREETOP ADVENTURE GOLF



While at Seeper, deep into the Covid lockdown, I was asked to look at various pieces of media work for Treetop Adventure Golf, Birmingham, including a talking tree and a flamboyant, spectral flamingo. Some years later I did further work bringing a vampire bat to (un)life. All needed to be integrated into the theming around the hole.

- Concept, sketch and storyboards, technical tests
- 3D Model, sculpt, materials, animation and rendering
- Technical considerations for projection mapping/ media integration
- 2D character/ puppet animation
- VFX and video editing

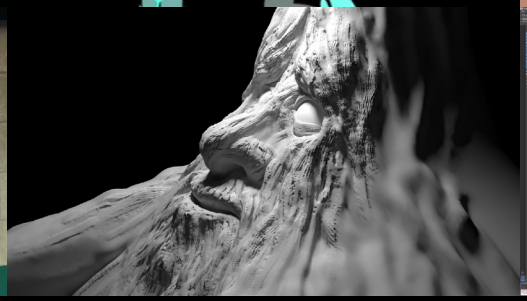
















https://jontaylorartwork.com/portfolio/treetop-adventure-golf/

SEA LIFE: SYDNEY/ SHANGHAI/ COEX

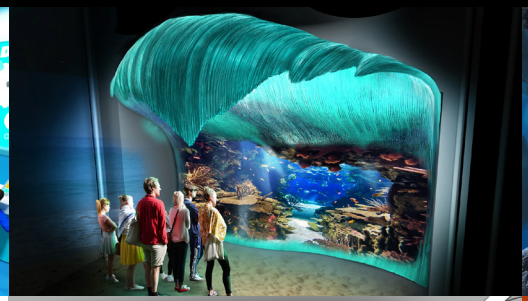
As part of Seeper, I worked on three Sea Life projects. Sydney involved day and night on the reef, COEX was around the sea at night and Shanghai featured the Octonauts!

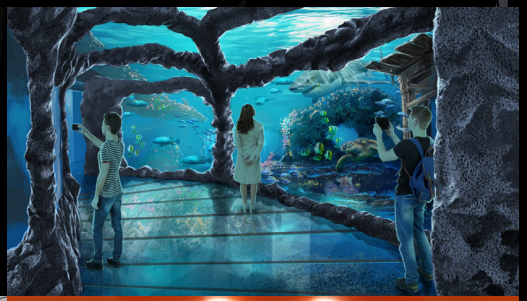
- Experience design, concept and sketch
- Painted concept art and 3D visualisation and rendering
- Narrative design and storyboarding
- Interactive design, content and video editing
- 3D animation and rendering
- Technical solutions for projection mapping
- Sculpt for CNC modelling and physical assets

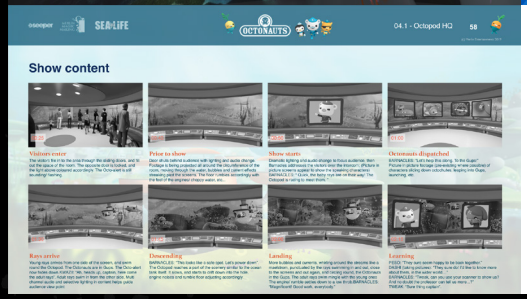


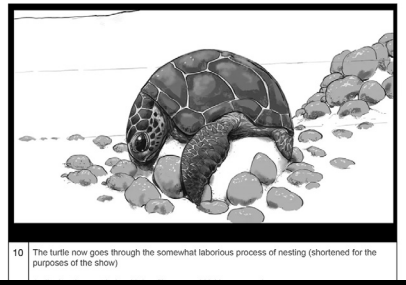











10 The turtle now goes through the somewhat laborious process of nesting (shortened for the purposes of the show)





INNOVATION HOUSE

Innovation House in Bracknell, UK, is a hub, showcase and sales centre for cutting-edge visual technology. As part of seeper, I was tasked with redesigning their entrance lobby to better reflect their mission, including creating seamless content across separate, large LED screens. The system was wired into the rest of the building to reflect desk availability, current events, etc, and was intended to upgrade to virtual receptionists, biometric logins and tracking and more.

- Experience design, concept and sketch
- 3D visualisation and rendering
- Interactive design, content and video editing and delivery





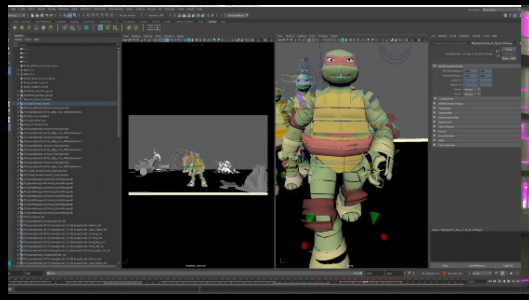
https://jontaylorartwork.com/portfolio/innovation-house-design/

DREAM ISLAND, MOSCOW: TMNT

While at Seeper I was lucky enough to get to work on a couple of attractions at Moscow's Dream Isalnd park. The rides were themed around Nickelodeon's version of Teenage Mutant Ninja Turtles. The first was a drop ride where the screen view matched the ride car position to create the illusion of looking into a building. The second was a training dojo where participants helped the Turtles complete a mission. We created extremely high-quality video content based around Nickelodeon's assets, and produced further integrated spot pieces for q-lines.

- Concept, narrative design, storyboarding and animatics
- Hired and directed a creative team
- 3D animation, rendering and compositing
- Video editing and VFX
- Technical solutions to camera tracking and image distortion





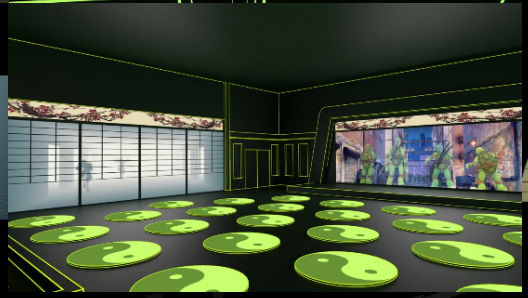


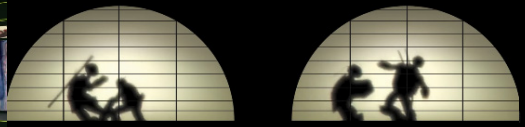










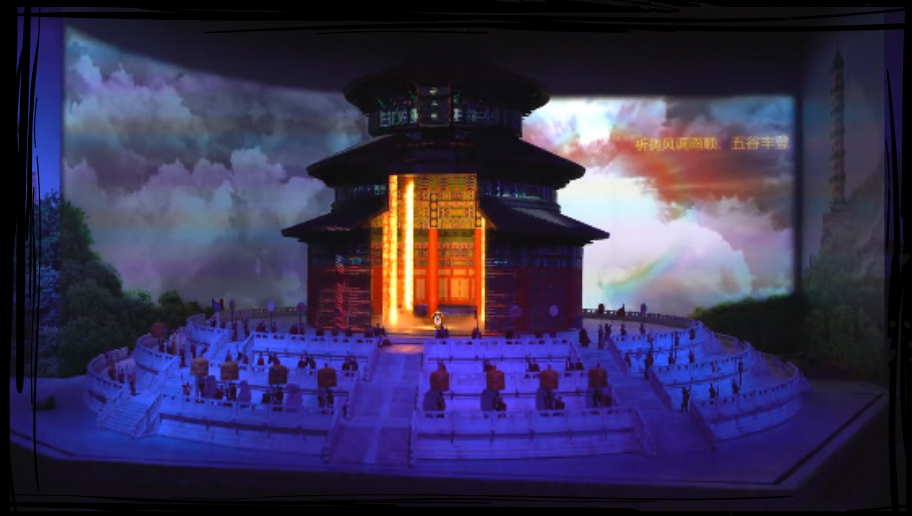


https://jontaylorartwork.com/portfolio/teenage-mutant-ninja-turtles-at-dream-island-moscow/

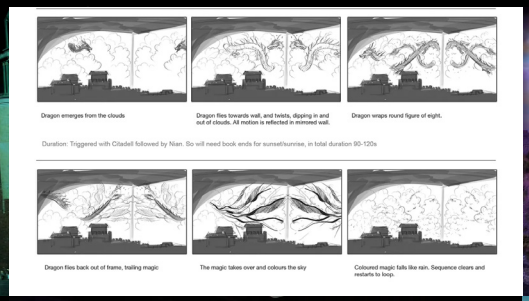
LITTLE BIG CITY: BERLIN/ BEIJING

I worked on the media content for two of Merlin's Little Big City locations while at Seeper. Berlin came to us for help quite late in the day and we adopted a stop-motion style of animation to help get it over the line. Beijing was an altogether more luxurious affair.

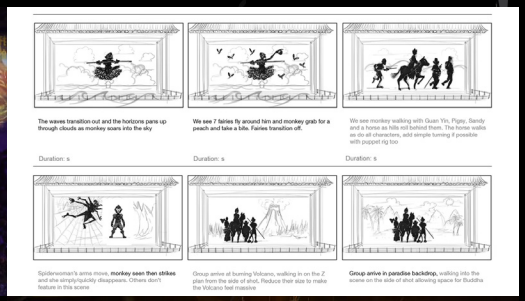
- Concept, narrative design, storyboarding and animatics
- Directed creative team
- 3D animation, rendering and compositing
- Video editing and VFX
- Technical solutions to projection mapping and media integration into attractions
- Supervised green-screen shoot and clean-up















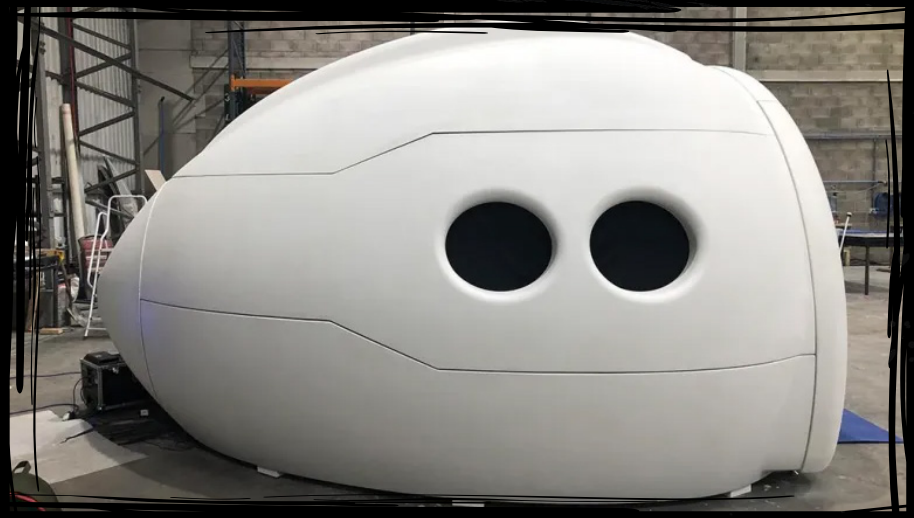


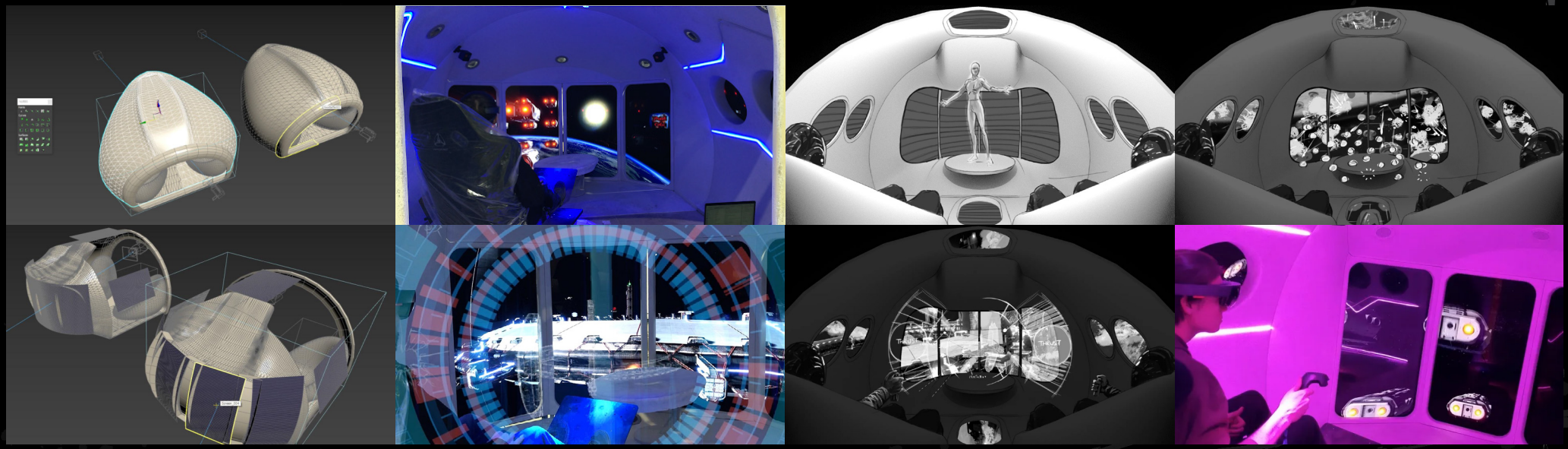


HOLOSHIP

The Holoship, another Seeper project, was the result of government funding and partnering with Microsoft's Hololens. We were looking to design an interactive flight sim, but with the Hololens's AR overlay as an integral part of the experience.
Working with our engineers, I designed the capsule, and then created the story and narrative experience. The actual game content was outsourced.

- Concept, narrative design, storyboarding and animatics
- 3D modelling and design for fabrication
- Technical solutions to media integration and holo-overlays, allowing for seat movement
- On-site art direction





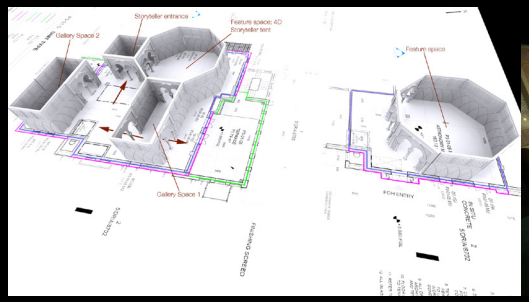
https://jontaylorartwork.com/portfolio/holoship/

MUSEUM OF MYTHS AND LEGENDS

A Seeper original, the idea of the MoMaL was to create a pre-fabricated, scalable exhibition, depending on the space available, housing a selection of interactive experiences tailored to the local myths and legends of the area. We created it as a concept pitch and while I believe we came close, it was never actually fully realised.

- Concept for layout, structure and experience
- Research and concept for culturally relevant stories, narrative development and storyboarding
- 3D modelling and architectural design
- Concept art for attractions
- Motion graphics and video editing





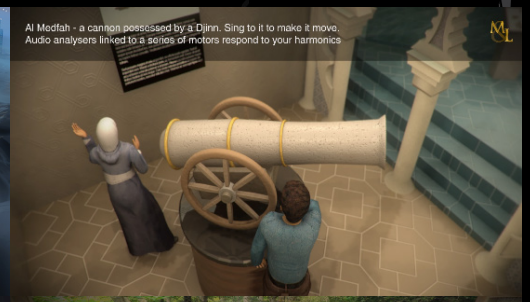














https://jontaylorartwork.com/portfolio/museum-of-myths-and-legends/

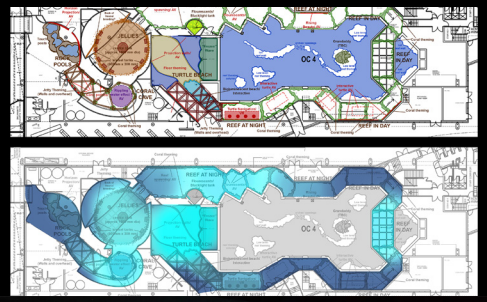
BIO BEACH/ MANGROVE BEACH

Bio Beach was initially created as part of Sea Life Sydney, but proved to be a hit and so was rolled out to other places. Using laser tracking at foot level and projection, and built in Unity, it would place bio-luminescent splashes under multiple user's feet as they ran through the lapping waves.
I later updated the visuals for Ignite 2023 in Florida, and we called it Mangrove Beach. During installation actual sand and deckchairs were added.

- Concept and storyboarding
- Interactive design
- Motion graphics and video editing
- Technical solutions to mapping and tracking
- Remote art direction







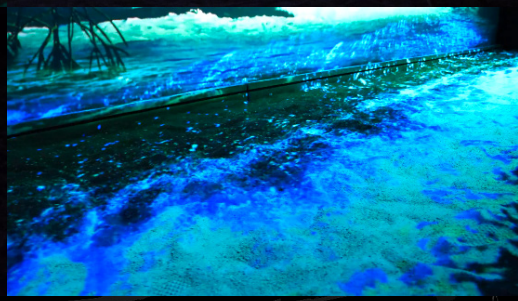












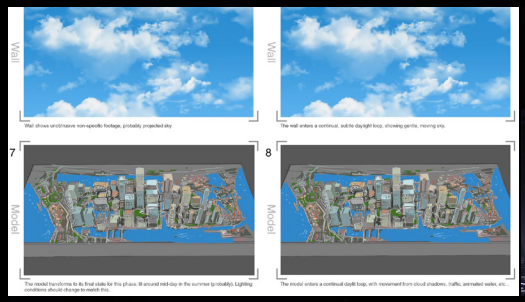
https://jontaylorartwork.com/portfolio/ignite-2023-mangrove-beach/

CANARY WHARF SALES SUITE

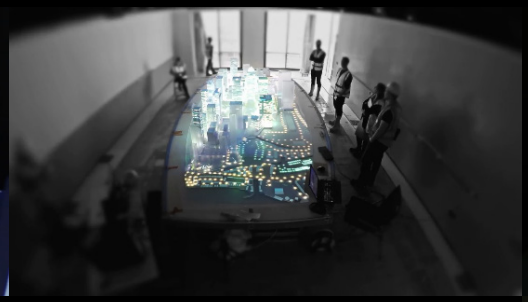


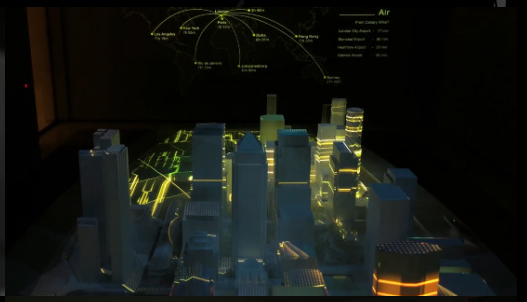
The first project I worked on at Seeper, the Canary Wharf Sales Suite was located on the 31st floor of iconic building, One Canada Square. It comprised screens on a wall and a 5m x 3m scale model of the Canary Wharf estate, mapped by about 40 projectors, and controlled from an iPad. Through it we could tell different stories about the estate in order to help drive high-value property purchases.

- Concept, narrative design and storyboarding
- Technical soltions for implementation including desiging the UV set layout and pipeline
- Close liaison with model-makers to ensure accuracy across physical model and digital content
- 3D modelling, rendering and compositing
- On site installation and projection mapping set up
- Art direction, client liaison and team lead (shared role)

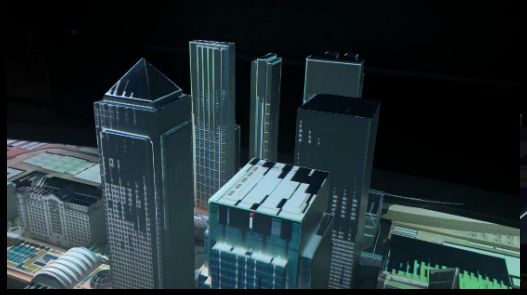


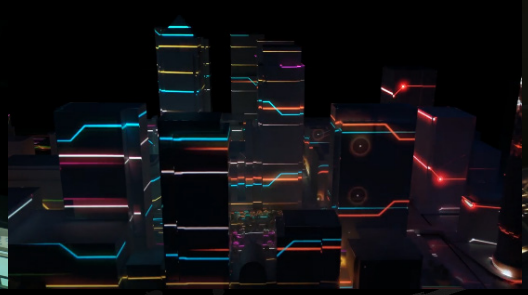


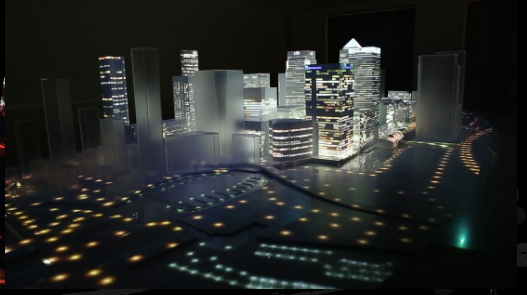












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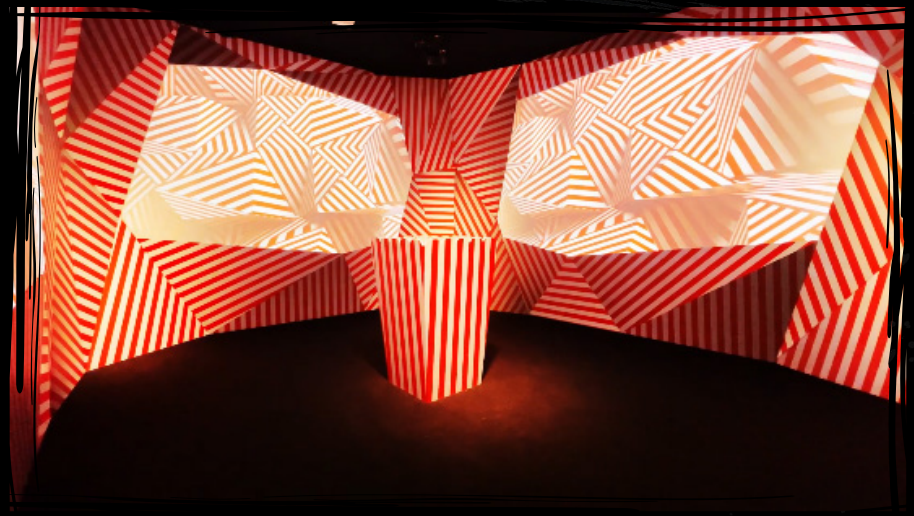
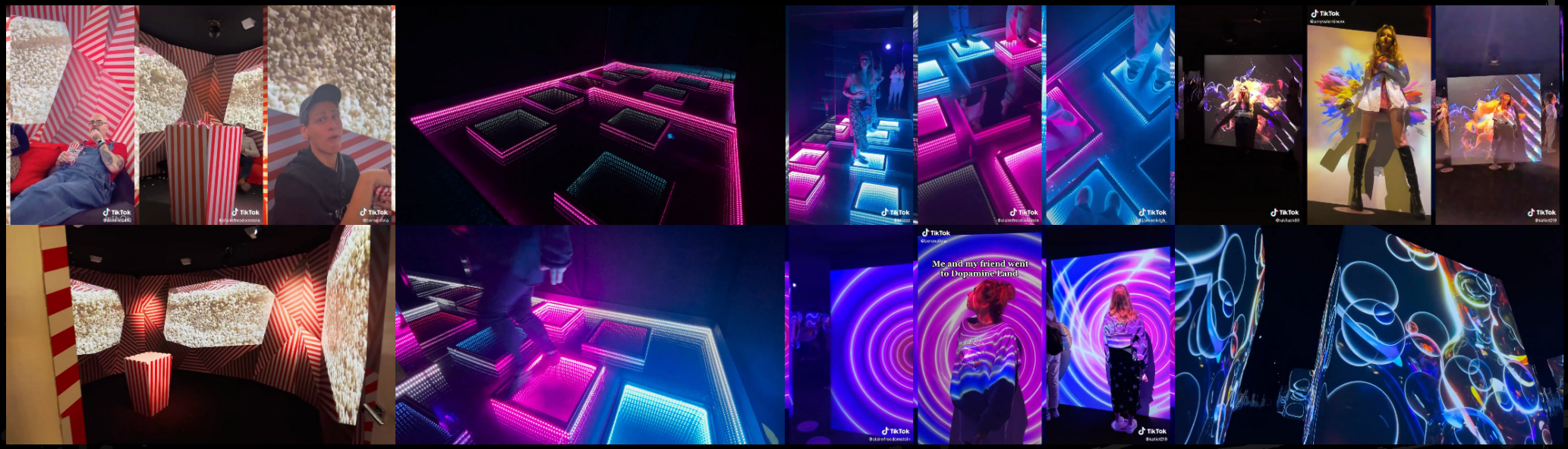
DOPAMINE LAND



Dopamine Land was a series of linked, immersive, room-based experiences, mostly set up by Fever, and hosted in Kensington, London, UK. Seeper was approached to provide three more tech-driven experiences; an interactive “infinity” floor, an AV experience based around popcorn, and a combination of motion graphics and mirrors.
I devised the initial concept, visualisation and integration of each of them into the space.

- Concept for layout, structure and experience
- Narrative design and storyboarding
- 3D modelling and render for visualisation
- Close liaison with production to ensure vision is communicated
- Animation and video editing
- Art direction



https://iontaylorartwork.com/portfolio/dopamine-land/

HUB ZERO, DUBAI

The first project I worked on with P.E.L. Creative, Hub Zero was a gaming-inspired entertainment park in Dubai. I helped to with concept art and paintovers for the connceting areas, and later contributed 3D desiign nad rendering to various attraction areas.

- Concept art and visualisation
- 3D modelling and render
- Presentation

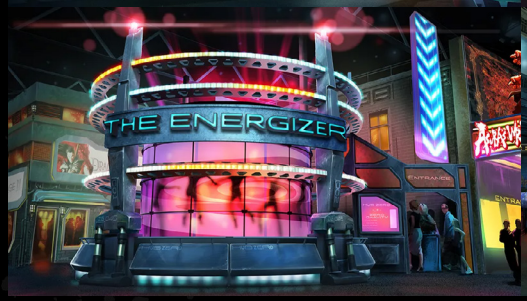


















https://jontaylorartwork.com/portfolio/hub-zero/

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Thanks for taking the time to flick through my work. I really hope you've seen something you've liked.

Ideally you've seen something that makes you think I could be useful

If so, or for any questions, or even just to say "hi", please mail me at jontaylor.artwork@gmail.com

Further work, including games, comics and illustration, and greater detail on the projects shown here can be seen on my site; https://jontaylorartwork.com/

Thank you,

Jon.