



CURRICULUM VITAE



Concept



Design



Photography



Animation



CGI



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Testimonials

Multi-award winning creative, with experience across animated series design & development, animated TV commercials, creative startups, children's books & photography.

"Ed Taylor worked as a consultant on our new animated project for older children – his experience was invaluable. We very much admired the way in which he rapidly became an important member of our team.

Quite aside from his considerable skill as a designer, Ed has an aptitude for problem-solving. He has both flair and humour – obvious qualities you might think in a creative, but often hard to find.

We have no hesitation in recommending Ed. We ourselves look forward to working with him again".

Ann Wood (former Businesswoman of the year)
Creative Director. Ragdoll Productions

"Ed Taylor is a formidable 'full stack' creative. I've never worked with someone so adept at handling every level of the creative process: from ideas, through concept and branding, UX design, visual design, 3-D animation, even promotion. The combination of practical nous, artistic flair, and excellent communication makes Ed the ideal creative partner".

Ed Cooke. Ceo "Memrise".
iphone & Android App of the year 2017



Core Skills

Art direction & new project design and development:
Animated TV commercials, Series dev & creative startups.
23 yrs experience.

- Creative Flair. Incisive creative problem solving: novel ideas, keen humour, imagination and invention.
- Concept Development from 2D sketches through to 3D Look Dev. / Pitching.
- Storyboarding & narrative dev.
- Character & location styling & modelling.
- Understanding of film-language: Lensing, editing, pacing etc.
- Expertise in colour & composition: using lighting, angles & effects to create mood, drama & atmosphere.
- Directing & principles of animation.
- Experience and understanding of production pipeline from concept to completion.
- Considerable client facing experience, strong people & presentation skills.
- Professional photography (see website for portfolio).

Software & technical Skills

Expertise in...

- Photoshop, Illustrator, Bridge & Lightroom.
- 3ds Max (generalist) with expertise in...
 - Modelling
 - Shaders
 - Lighting
 - Rendering
- Ornatix (hair plugin)
- V-Ray Renderer
- InDesign

Some familiarity with...

- After Effects
- Substance Painter
- Marvellous Designer

Curriculum Vitae

Edward Taylor

British

Shrewsbury School 1987 - '92

- Choral Scholar
- Art Scholar & 6th Form Art Prize Winner
- 5 times Elocution Champion (public speaking)
- Captain of Fives

GCSE: 10 Art: A Design: A

A-Levels: 4 Art: A Design: A

Kingston University (Art School) 1992 - '96

- Pioneered Computer Animation (sneaking in to the CAD department!)
- Graduated with 2 x Award winning film "Box Clever"
- + 6 x International Award winning animated Graduation film "Sticky Business".
- **BaHons Illustration with 1st Class Hons & 2 Special Commendations.**

Other Interests

Leader of the year (2014) for The Ski Club of Great Britain (Snowboarding Guide - Zermatt).

Photography / Education / Film & Film-making / Real Ale / Frisbee / Tennis / Fives / Witty Banter.



Myself and my non-identical twin brother Chris. I also have two younger brothers - who are ALSO non-identical twins!



With a terrific Art Department and fine teaching I soon refined skills with Pencil & Paintbrush. Despite being arty, I was also mad keen on science! Computer Animation later proved the perfect combination...



Art School: Pretty much everyone finished with a qualification in Table Football...



Ed Taylor

Curriculum Vitae

Note: This document charts the most substantial stepping stones on my career path. This work was also interspersed with Illustration commissions, personal work and other light-weight design briefs - which would be near impossibly horrific to date and document in detail. But the best of these little projects can be found within my portfolio.

DATES	COMPANY	TYPE	ROLE	SUMMARY / KEY PROJECTS
Sept 1996 - Sept 1998 Fulltime	SVC Productions	Production & Post Production House	Design, Directing, 3D Artist	Bumper Animations for "3rd Rock from the Sun" / Alisha's Attic "Indestructible" Pop Promo / Scooby Doo Roadshow design & direction / "Silence of the Lambs" out on Video - Design & Direction.
Freelance --> Sept 1998 - Jan 1999	Framestore	Production & Post Production House	Design & 3D Artist	Walking with Dinosaurs / Lost in Space (feature) / Excalibur (TV Special) / contributed to numerous commercials.
Feb 1999 - Jan 2000	Pepper's Ghost Productions (Freelance)	Animation Series Production Company	Series Design & Development: Concept Dev, Format Structure, Story development, Character and Environment Design. Eventually storyboarded & Directed the Pilot Episode (team of 10)	Pepper's Ghost had been running for two years, but was yet to win a commission. I swiftly (in one month) developed a one page idea "Tiny Planets" into a tight creative pitch - including character design, format outline, styling artwork for a series. This was enough to win interest from the Children's Television Workshop (who later signed a multi-million pound production deal) in Cannes. After completing further design & development (working alone) the green light was given to produce a pilot episode which I wrote, storyboarded, designed & directed (production team of 12). It went on to be nominated at the prestigious Annecy Animation Festival. 65 series episodes followed, the series was shown across global territories to great acclaim. Shown at home on CiTV and immediately repeated due to outstanding figures. (Happy Meal Toys in McDonalds and much other merchandise followed...!)
Jan 2000 - July 2002	Passion Pictures (Freelance)	Animation Production Company (Commercials)	3d Artist, Designer & Director	Numerous Commercials & Pitches. Highlights being "Birmingham Midshires": "Watch your Money Grow" from storyboard through to final completion.
July 2002 - March 2003	CharacterShop (Freelance)	BBC Animation Production Company	3d Artist, Designer & Director	Munch Bunch Yoghurts: Creating rivers of yoghurt!
April 2003 - May 2003	Nexus Productions	Animation Production Company (Commercials)	3D Artist & Design	Aiwa HiFi
June 2003 - Feb 2005	Kemistry & Catalyst Productions	Series Development	Design & Development	Taking established 2D print characters and converting them to 3D. Creating set designs and eventually producing a 2:30min full colour Trailer. "Flux Deluxe".

DATES	COMPANY	TYPE	ROLE	SUMMARY / KEY PROJECTS
Aug 2006 - Jan 2007	Ragdoll Productions	Children's Series Animation Production Company	Consultant & Designer + Story wrangling...	Series Design & Consulting for Ragdoll Productions: It was a great privilege to work with the hugely successful team at Ragdoll (makers of smash hits "Teletubbies" and "In the Night Garden") They were taking their first steps into CGI on a new series "Tronji" and I was called in mid-development to lend a hand with some consulting and design. This was an exceptionally challenging and creatively interesting job – taking episode roughs and fleshing them out – resolving story details and plot, character designs and environments and broadly helping guide both technical and creative aspects of the production. My role involved visually interpreting the story line of each episode and producing a "style bible" for each - that could be used at the Indian Production Company.
Feb 2007 - April 2007	Kemistry	Design & TV ident Company (this was a side project for them)	Design & Development	Returning to work for Kemistry on a new project to revive 70's Children's series "Crystal Tipps". My task was to transform the characters from 2d "cutouts" to full 3D.
April 2007 - June 2007	Picasso Pictures	Animation Production Company (Commercials)	Designer & Director	Cheerios Breakfast Cereal / Fizzex
Aug 2005 - Aug 2007	Shilling	Financial Publishing	Illustration	Monthly Illustration commission showing "paper" characters feeling the impact of the financial climate - from big boss, to the man who sweeps the floor.
Sept 2007 - Jan 2010	Nexus Productions	Animation Production Company (Commercials)	Design, 3D Artist, Hair!	Commercials: Fruit Pastilles / Sky Boxoffice / Dept for Transport / Coca Cola / Comcast / Unilever / Nurofen / HP...more...
Feb 2010 - July 2013 3.5yrs Fulltime	Taylor James	High End Commercial Print & Animation Production Company	Creative Lead, Designer & Director	My work involved communicating with clients, creative thinking, pitching and concept visualisation and then leading production. Solving a client's brief with flair originality and distinction. So many projects - see folio! My first work in photography and shooting live action. Great fun!
July 2013 - Present Day Self-employed	Bathtub2Boardroom	Startups!	Creative Consulting, Design, Photography & Animation	I've become embedded (and very happy!) in the exciting Startup Community in East London
July 2013 - Nov 2013	Dudley & Roche	Start-up: Luxury Computer Concept	High Resolution 3D visualisations of their product	Examining their plans, drawings and samples and - in tight discussion - realising imagery for their brochures ahead of completion of the actual product.

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Nov 2013 - July 2014	MemRise	App Startup / Language Learning & Memory	Creative Consulting, Design & Realisation	Creative & UI Development work for Cat Academy & Memrise Apps.
Oct 2013 - Feb 2014	Intelligent Maintenance	App Production Company	Creative Consulting & Character Design	Aiding development of an App game premise and creating the character.
March 2014 - August 2014	Ed Taylor	Investing in my own project Development + Photography Work	Design & Development + photography	Committing time to developing my own Personalised Children's Book Project whilst also competing numerous photography commissions.
October 2015 - Feb 2016	Lost My Name	Children's Book Production Company	Designing & Consulting	Helping them to review there most recent book - and suggest improvements + developing new ideas for future titles.
Jan 2017 - Oct 2020	Unexpected Adventures	Design & Development of a startup company (Character led CGI)	Design & Development + freelance photography	Committing time to developing my own Personalised Children's Book Project whilst also completing numerous short photography and character design commissions.



My strength is in the breadth of my creative and practical understanding - how the parts make up the whole - from interpreting a brief - through expertise in 2D design & project development (story/format, character dev and production design) through to directing with plenty of gritty experience in 3D and leading a 3D production pipeline from first modelling right through to compositing and effects.

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