

SIMON TAYLOR

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■ **PORTFOLIO** otherfigures.com/?k=salix

Music: s.disco.ac/ytcygbjnbxxu

otherfigures.com — creative technology & SALIX transmedia build · SALIX build reel: vimeo.com/1182601643

Mercury Prize-winning artist and creative technologist. I build things at the intersection of narrative, spatial media, and machine learning — from training ML models on personal creative datasets to shipping real-time VR worlds. 20 years composing for Nike, Airbnb, Meta, and New Balance via leading music houses; now focused on AI-native creative tools and immersive experiences.

BA Fine Art, First with Distinction — Nottingham Trent University · Berklee: Game Audio Production with Wwise

EXPERIENCE

SALIX — Transmedia Universe

2022–Present

Creator / Writer / Composer / Developer

- 65,000-word sci-fi novel extended into a fully exported Unity VR experience for desktop + Meta Quest
- Built reactive proximity screens, AI voiceover pipeline (ElevenLabs), Wwise spatial audio, procedural narrative, custom shaders
- Entire stack solo: writing, music, code, 3D, interaction design

Burnley Football Club

2024–2025

Creative Ops · Aitor Throup × ALK Capital

- Assisted the club's first Creative Director across an entire brand identity refresh
- Led three-tier office redesign (£100k–£500k) and the 'Save Football from VAR' campaign
- Digital shop audit, matchday transformation, brand collabs (AG1, Castore)

District Vision × New Balance

2019–2024

Audio Products & Composing

- Shipped the brand's first paid product: a 16-part audio meditation course
- Voice recording, modular synthesis, Filip Pagowski artwork. Acquired by New Balance

Klaxons

2005–2015

Guitarist / Lyricist

- Mercury Prize winners. Three Universal Music albums. 500M+ career streams
- Collaborations: Mark Ronson, Rihanna, LCD Soundsystem, Nicolas Jaar, Terry Riley

Commercial Composition

2012–2026

Composer / Sound Designer

- Nike, Airbnb, Meta, New Balance — via leading music houses and production companies

CAPABILITIES

Creative Technology

Unity · C# · C++ · HTML/CSS/JS · React · TypeScript · Node.js · Git · Meta Quest · Figma · Wwise (Certified) · ElevenLabs · Claude Code · Prompt Engineering

AI & Generative

Python · PyTorch · LoRA Fine-Tuning · Hugging Face · MidJourney · Runway · Anthropic API · OpenCV · Selenium · Pandas · NumPy · scikit-learn · EnCodec

Audio & Sound Design

Ableton Live · Pro Tools · Logic Pro · Modular Synthesis · Max/MSP · Spatial Audio · Mixing & Mastering · Field Recording

Research & Writing

Cultural Forecasting · Transmedia Narrative · 65,000-word sci-fi novel (SALIX)

PROJECTS

Generative Score System

MusicGen-Melody · PyTorch · Hugging Face · PEFT/LoRA · EnCodec · librosa · Kaggle T4

- Rights-clean pipeline from my own catalogue: 21,104 files → 159 owned bounces → 580 ML-captioned clips (key/BPM/tempo/dynamics)
- Conditioned MusicGen-Melody on owned audio; selected 4 cinematic cues from a 16-clip listening test. Compared base / LoRA / melody, rejected the LoRA by ear

Marathon Training Analysis

Python · Pandas · scikit-learn · Strava API · Garmin SDK

- 2,697 sessions, 28K+ km, 8 marathon campaigns
- GradientBoosting race predictor at 94% accuracy. Boston Marathon PB: 2:47:17