

Taylor Cleveland

Creative Technologist · Immersive Production · AI Systems · Artist

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PROFILE

Creative technologist and artist with 12+ years across immersive production, projection mapping, real-time systems, and AI integration. Built Google's Lyria AI realtime installation at Google I/O 2025. Founded Jumbo Jumbo, a projection mapping and interactive A/V studio. Managed large-scale seasonal immersive experiences as Media Manager at Department of Wonder. MFA-trained, internationally exhibited, with permanent collections at the Meadows Museum and Bridwell Library.

FLAGSHIP PROJECT

Creative Technologist — Google Lyria Realtime Installation

Pixel + Texel x Monks x Google 2025

- Built a custom web application interfacing directly with Google's Lyria generative AI music model, routing output via webhook into TouchDesigner on a local machine to drive LED screens and architectural lighting in real time.
- Designed and fabricated custom hardware interface using Raspberry Pi, rotary encoders, and weight sensors — physical user inputs feeding live into the TouchDesigner pipeline to shape the generative AI experience.
- Sole technical creative on the build; production-stable under live event conditions at Google I/O 2025.

EXPERIENCE

Founder — Creative Director

Jumbo Jumbo 2020 — Present

- Independent studio at the intersection of projection mapping, AI animation, immersive installation, and viral content.
- City of Mansfield — designed, fabricated, and installed interactive LED "Light Tree" public installation (2024).
- Poo-Pourri — direct client across three years: SXSW x Rolling Stone activation, Tap Technology commercial, PREACHER creative direction (2023–2024).
- Verdigris Ensemble "Betty's Notebook" — Eisemann Center for Performing Arts, projection design (2025).
- Dallas Contemporary Gala — content creation and projection design (2025).
- Raleigh Underground — content animation and full AV system (2023–2024).
- George W. Bush Foundation — 3D design and printing (2026).
- Future Voices — digitarium projection piece, Highland Park High School planetarium dome (2025).
- GenAI Workshops — Southern Methodist University (2023, 2024); developed curriculum bridging generative AI tools with conceptual art practice.

Creative Director — Senior Producer

TriplePlay Studios 2012 — 2024

- 12-year tenure producing viral campaigns and experiential activations for major entertainment clients.
- Clients include Paramount, Disney/Marvel, Lionsgate, Netflix, 20th Century Fox, A&E, Amazon, Universal Music Group, Magnolia Pictures, Neon Films, QDOBA, Cineverse, and Synergy.
- Campaigns span TikTok viral, Reddit marketing, social activations, theater stunts, and guerrilla projection across national markets.
- Contributed technical production to Paramount Smile campaign — part of team that earned Adweek #6 Ad of the Year, 5 Shorty Awards, 2 Clio Golds, Webby People's Voice (2022).

Junior Producer — American Express Experiential

Flight School Studio 2018 — 2022

- Produced interactive brand installations for American Express: US Open (Super Rally 2018, Tennis Tag 2019, Glow Tennis 2022), Wimbledon Champion's Rally 2019.
- Also produced SAP "Battles From the Bench" and Verizon "5G Portal" activations.

Media Manager

Department of Wonder 2021 — 2022

- Managed all media systems and content pipelines for large-scale seasonal immersive experiences.
- Productions include Santa's Magisphere, Santa's Sugar Land, Kaleidoscope Festival, and Department of Wonder Opening (2020–2022).
- Oversaw projection, video, and interactive media across multi-zone environments with high public throughput.

Co-Founder

px.lab 2018 — 2022

- Co-founded projection mapping and realtime A/V studio; designed and operated systems for festivals, venues, and brand events across Dallas.
- Aurora Festival (2018, 2020) — projection collaborations including "CMD+COPY" and various artist collaborations
- Virgin Hotels NYE Party, Disco Tech @ Sweet Tooth Hotel, Lights All Night pop-up, Sweet Tooth Hotel projection floor.
- "Partial Personality" @ Array Festival; Cadillac Ranch projection mapping, Amarillo TX (2022).

AV Event Technician

On The Levee 2022 — 2026

- Projection mapping, video playback, and AV technical support for corporate and live events across Dallas/Fort Worth.

Senior Analyst

Ogilvy & Mather 2016 — 2017

- Analytics and strategy role at global advertising agency.

SELECTED ART PRACTICE

The Faire — Solo Exhibition

Ro2 Gallery, Dallas TX 2026

- Solo exhibition critiquing the contemporary art market through medieval illuminated manuscript aesthetics. Projection mapping and surveillance systems. Conceptual frame: techno-feudalism.

Meow Wolf — Featured Game Artist

Radio Taves Installation, Houston TX 2024

- Led creative development of featured game artwork within Meow Wolf's permanent Houston installation.

Water Wars — Ongoing Art Series

Ro2 Gallery · UNT · The MAC · The Cedars Union 2022–2024

- Glasstire "Top 5 in Texas" (2024). Shown across various Dallas/DFW venues and private collections

MAWIMBI — Ongoing Visual Series

International 2022 — Present

- Exhibited in South Korea (CICA Museum), UAE (World Islamic Economic Forum), UK (eARTh Space Gallery London), Dallas, San Antonio, and Idaho.

RECOGNITION & AWARDS

Glasstire — Top 5 in Texas — Water Wars 2024

Jones, Zelle, Doolin Artistic Grant — Awardee 2023 & 2024

Meadows Artistic Scholarship — Southern Methodist University 2023 & 2024

Shorty Awards x5 — Integration w/ Live TV, Integrated Campaign, Event & Experiential, Brand Awareness, Entertainment — Smile Campaign 2023

Clio Gold x2 — Experience/Activation & Creative Effectiveness — Smile Campaign 2023

Webby Award — People's Voice — Best Launch — Smile Campaign 2023

Adweek — #6 Best Ad of the Year — TriplePlay / Paramount Smile 2022

UNT New Media Cooperative — Fellowship 2022

The Cedars Union — Cohort 3 Artist Residency 2022

Dallas Observer — No. 78 of Top 100 Dallas Creatives 2014

JODI — "Taylor Effin Cleveland is the future of Internet Art" 2015

Permanent Collections — Bridwell Library Special Collections; Meadows Museum MFA Collection

TECHNICAL SKILLS

AI & Realtime TouchDesigner · Unreal Engine · Claude · Midjourney · ComfyUI · Veo · DMX / Artnet • Resolume

3D & Motion Blender · Maya · Adobe Creative Suite · Sketchup

Code HTML / CSS · JavaScript / Node.js · Python

EDUCATION

MFA Southern Methodist University 2023–2025

BFA School of the Art Institute of Chicago 2014–2016 · New Media

AA Dallas College 2013–2014

TEACHING

Adjunct Faculty — 3D Modeling & Animation Southern Methodist University, Creative Computation 2025–Present

Adjunct Faculty — Virtual Studio Production University of North Texas, Media Arts 2025–Present

Teaching Assistant — Digital & Hybrid Media, Sculpture, New Media Southern Methodist University 2023–2025

Full exhibition history, portfolio, and project documentation at taylorthecleveland@gmail.com