

J. Ferguson *Phoenix*

Creative Technologist — Interactive & Immersive Experience Director

San Diego, CA ♦ jeffery.ferguson@gmail.com ♦ 954.909.1500 ♦ linkedin.com/in/jefferyferguson ♦ jphoenix.pages.dev

01 PROFILE

Creative technologist with *25 years in technology* and two decades running an independent practice — building interactive, immersive, and connected physical-digital experiences, from an officially recognized large-scale XR event to retail, hospitality, and themed-environment activations. I concept, prototype, and ship under real budget and schedule pressure, and I stay in the tools: generative image and video, locally hosted language and vision models, and AI-assisted production are part of my daily process. Co-founded a wireless ISP in remote Alaska that has run continuously for more than twenty years.

02 CORE CAPABILITIES

IMMERSIVE & EXPERIENCE DESIGN

WebXR, A-Frame, Mozilla Hubs, browser-based 3D delivery; AR/VR/XR concepting; projection mapping & 3D-scan capture; themed-environment & attraction concepting

AI & GENERATIVE PRODUCTION

Self-hosted local inference (Ollama/ROCM, llama.cpp, LM Studio); ComfyUI + Stable Diffusion; Deforum/ControlNet pipelines; LLM/vision integration; agentic tooling

DELIVERY & OPERATIONS

Scoping & SOW definition, budget/schedule ownership, vendor coordination, technical documentation, agile/sprint workflows, Airtable/Zapier automation

CONNECTED & PHYSICAL-DIGITAL

POS & inventory integration, QR / image recognition, sensor-driven systems, digital twins, BIM/AEC floor plans, IoT connectivity

NETWORKS & INFRASTRUCTURE

802.11 a-ax, licensed/unlicensed backhaul, MikroTik, dark/public fiber, satellite (Starlink, Iridium); Microsoft Server, VMware, Asterisk VoIP

LEADERSHIP & PARTNERSHIPS

Team & volunteer leadership at scale, strategic-partnership & IP-licensing structuring, capital-raise facilitation, board advisory, technical due diligence

03 SELECTED WORK — IMMERSIVE, INTERACTIVE & EXPERIENTIAL

Founder & Regional Director — METABURN / The Bridge Experience

JUN 2020 – PRESENT

A RECOGNIZED UNIVERSE OF THE 2020 BURNING MAN MULTIVERSE

- Founded and directed **The Bridge Experience** — a free, fully immersive 3D web-based XR experience running in any browser on any device, no download or headset — named one of the **Recognized Universes** of the 2020 Burning Man Multiverse in Burning Man's own announcement film, alongside BRCvr, BURN2, and SparkleVerse. Held under a Virtual Experience License Agreement executed directly with Burning Man Project naming me as Producer.
- Architected the platform as a **portal to the other seven Recognized Universes** of the Multiverse — multidirectional world-hopping built into the platform and site architecture.
- Directed concept through live delivery on a **\$16,500 production budget** across an 80-day window with 40 days of active development; ran the full stack personally — platform-license negotiation, producer and participant agreements, event scheduling, camp programming, and volunteer coordination.
- Built on a cloud-hosted WebXR platform with no-code 3D world-building and an on-chain asset layer; included a supervised, sandboxed all-ages area. Live **Aug 30 – Sep 6, 2020**, with a fully documented delivery trail.

Interim CTO — The Luminous Lotus Temple

JUN – AUG 2021

OFFICIAL VIRTUAL BURNING MAN 2021 EXPERIENCE

- Interim CTO for the official 2021 virtual Temple (opened Aug 29; ceremonial Burn Sep 5), with creator-producer Simeone Scaramozzino and temple designer Roger Carr. Led 3D environment integration and blockchain/NFT asset development; stepped down when the on-chain integration could not be completed as scoped.

Founder & Experience Designer — KO-STARS Agency

JUN 2017 – PRESENT

IMMERSIVE & MIXED-REALITY BRAND EXPERIENCES

- Concept and design mixed-reality customer-engagement experiences for hospitality and retail — sports bars, restaurant chains, and local venues — extending brand engagement across physical and digital space.
- Designed an immersive holographic & AR fashion-show activation for Comic-Con / Hats Walk 2018 with experiential house Melt Creative — real-time 3D body-scanning and avatar generation, projection mapping, a 360° dome, and dual large-format video walls integrated into the room.
- Ongoing creative collaboration with Andy Collen (Happy Trails Animation) on animation and graphics since 2015.

Creative Technologist — Interactive & Augmented NFT Art Mural

2021

ART BASEL 2021 COLLECTIVE — MIAMI

- Delivered an augmented-reality and NFT-linked digital layer over a physical art mural, produced with a 2021 Art Basel-week collective (credited "J Daka / Phoenix").

Co-Founder — CoPlay, Garfield Campus Science & Technology Park (*joint venture, negotiation stage*)

2020 – 2024

ADAPTIVE-REUSE FAMILY ENTERTAINMENT CENTER — MUNCIE, INDIANA

- Negotiated a joint venture with Susannah Rosenthal to convert the former Garfield Inc. headquarters into a Science & Technology Park and Family Entertainment Center — developing a navigable digital twin of the campus, engaging the property's IP rights holder on licensing terms, and advancing to a 2024 real-estate purchase agreement.
- Conducted theme-park and attraction research at IAAPA Expo (Orlando) with an accompanying Europa-Park case study.

Experiential, Haptic & Neurotech R&D

2013 – 2020

IMMERSIVE HARDWARE PROTOTYPING

- Worked hands-on with **Emotiv EEG brain-computer-interface** hardware, exploring neurotech integration for interactive and experiential applications — cross-referenceable in contemporaneous correspondence.
- Integrated and evaluated Teslasuit haptic-feedback hardware for experiential applications, from first software load through experiential prototype (2020); delivered environment 3D-scanning and sports-performance capture prototypes.
- Sustained R&D relationship since 2013 with technologists Randy Stack and Don Estes (InnerSense Inc., Santa Monica) on biofeedback and vibroacoustic dome-venue technology shown at Burning Man and other festivals.

Producer & Technical Lead — Remote Burn & AI Ethics Panel

MAY 2020

DISTRIBUTED VIRTUAL EVENT

- Led the technical team behind Remote Burn, a distributed virtual event, and convened and hosted a three-hour panel on AI, ethics, and society (May 25, 2020); credited on the record by a panelist for originating the ethics thread. Full timestamped transcript on file.

Stage Producer & Camp Facilitator — Burning Man Regional Events

2017, 2020 – PRESENT

VIRTUAL & IN-PERSON PRODUCTION

- Produced virtual stages within METABURN (sound stage, presentations stage, camp stages) as camp/stage coordinator under a tiered sponsorship structure.
- Facilitated a multi-day in-person camp program at Love Burn (Miami, 2017) featuring roughly 20 self-organized, TED-style talks on technology, art, animation, and blockchain; camp roster and ticket records list "Phoenix (Jeffery Ferguson), Camp facilitator."

Mentor & Immersive Builder — DreamTank

JAN 2020 – NOV 2021

YOUTH SOCIAL-ENTREPRENEURSHIP ACCELERATOR, COLORADO

- Mentored youth building browser-based virtual worlds (A-Frame / Mozilla Hubs) for a UN Sustainable Development Goals experience presented at Burning Man — teaching WebXR fundamentals and scoping builds to what participants could realistically ship. One mentee's world drew live visitors who traversed into The Bridge Experience through the web portal.

04 VENTURES & FOUNDING ROLES

Founder, co-founder, and advisory roles across creative technology, aerospace, marine, cleantech, and fintech ventures — described by documented title and scope; several are early-stage or advisory.

Co-Founder & Futurist

PERSONA CAPITAL LABS — 2024 (PITCH)

- Co-founded and pitched an AI-agent adaptive trading-fund concept (2024) with a securities attorney, an HFT systems architect, and an application architect — a \$20M fund on a \$250K–\$500K seed raise, developed to pitch stage.

Founder

GEOPARADISE / WAVY TRIBE — 2010–2012 — PANAMA

- Produced a nonprofit eco-cultural arts & music festival alongside a sailing-yacht logistics operation — crew hiring, FCC radio licensing, procurement, on-board finance.

Founder

OMNI / ALPHA OMNI COMMUNITY — 2013 / 2020

- Developed financial and product plans for a social-communication and media platform with a telemedicine revenue line and 18-month cost model.

Founder — Operational Partner & Investor

PACIFIC DOMES INTERNATIONAL — 2025–PRESENT

- Signed a Letter of Intent to invest and take an operational-partner role (strategy, operations, leadership) with founder Asha Deliverance.

Founder & CEO

AROMADISPERSE / FIBONACCI CHAIN LLC — 2025–PRESENT

- Founded an aromatherapy hardware, software, and franchise-SaaS venture with an associated token layer under a Wyoming entity.

Chief AI Officer & Interim Dir. of Technology

BESPOKE LIFESTYLE INTERNATIONAL — DEC 2020–2024

- Signed CAO/interim tech director for a members-only superyacht lifestyle club (contingency basis, never enacted); continued consulting roughly four years.

Co-Founder

ADAMANT GLOBAL AQUAPONICS — 2015–2017

- Co-developed a business plan for an indoor aquaponics pilot facility with Michael Cassel, seeking \$190K seed funding.

Business Development — Adamant Marine / The Manifestations, Inc.

114' TRIMARAN "RAVE" & MOLECULAR QUARTERMASTERS SOLAR COATING — 2015–2018

- Facilitated and promoted a technology partnership between Molecular Quartermasters (a nano-engineered liquid solar-power coating, applied like paint to a vessel hull) and the historic 114' racing trimaran "RAVE," under the Adamant Marine banner — drafting press materials, making introductions to prospective marine and investment partners, and coordinating between the technology's inventor and the vessel's owner through 2018.

Founder (R&D) — ReMine ME

EARTH-REPAIR TECHNOLOGY — 2025

- Developed a full business plan, financial model, and investor pitch deck for a Flash Joule Heating waste-and-soil resource-recovery venture — technology assessment, market sizing, equipment/personnel costing, and IRR analysis across four funding scenarios (\$60M–\$280M).

Producer

SCHOOL COIN — SAFETY & WELLNESS MEDIA — 2022–2023

- Produced an animated media series on school safety, mindfulness, and youth wellness, grounded in NASP, CISA, IDRA, and Dept. of Education research.

Advisor

INERTIAL DYNAMICS / ALPHA DYNAMICS — 2021–2022

- Executed advisor agreements for an aerospace/advanced-propulsion company, working with its board on governance and compliance during fundraising.

Investor Introductions

SPACE INITIATIVES INC. — 2020

- Connected private investors to a company holding an active USAF AFRL/AFWERX STTR Phase-1 contract for a lunar sensor-network concept.

Fundraising & Investor Introductions

IO AIRCRAFT · MOLECULAR QUARTERMASTERS · TOOWOOMBA — 2019–PRESENT

- Facilitated fundraising and introductions across ventures I did not found — investor materials, introductions, coordination with principals (business development, not equity ownership).

Co-Founder

CRYPTOCON — MAY 2018 — SD CONVENTION CENTER

- Co-founded and helped fund a cryptocurrency conference held May 25–27, 2018.

05 AI & CREATIVE TECHNOLOGY PRACTICE

Current, hands-on production — not experimentation. A six-year arc, all dated: AI ethics panel (2020) → metaverse/blockchain lite paper (2021) → published Deforum/ControlNet configs (2023) → self-hosted local inference stack → 64 AI-assisted client decks (2024–26).

- **AI-assisted creative production at volume** — 64 client- and venture-facing concept and pitch decks produced on an AI generation platform (Nov 2024 – Aug 2026), spanning aerospace (eVTOL), AI-agent fintech, quantum computing, smart textiles, wearable biosensors, marine systems, adaptive-reuse real estate, and film/TV pitch training.
- **Self-hosted local inference stack** — Ollama (ROCm GPU-accelerated), koboldcpp (Vulkan) serving Qwen2.5-VL vision models, LM Studio, Jan, llama.cpp; ~99 GB of local models including DeepSeek-R1-Distill-70B and the Qwen3 family.
- **Generative image & video** — ComfyUI with Stable Diffusion for concepting, style exploration, and visual development.
- **Published AI video-generation tooling (Mar 2023)** — authored working ControlNet and Deforum animation configurations for Stable Diffusion, published on GitHub (a 140-parameter Deforum profile and matched render pipeline). Public and dated.
- **Systems built** — a personal knowledge/archive pipeline using local embedding models for retrieval and a vision-language model for OCR and tagging; agentic development tooling pointed at self-hosted inference.

GitHub — github.com/DakaPhoenix · Original: ReScript (2021); Stable-Diffusion-A1111-Deforum-Controlnet-Dreambooth (2023).

06 TECHNOLOGY & OPERATIONS PRACTICE

Principal — Ferguson & Associates

PRACTICE SINCE 2007

SYSTEMS ARCHITECTURE, NETWORKS & INTEGRATION

- Independent consultancy delivering systems architecture, network infrastructure, digital-twin content pipelines, VoIP (Asterisk PBX), server/VM administration, and POS/inventory integration for hospitality, maritime, and small-business clients — discovery through deployment and operations.

Ferguson & Associates was incorporated in Florida by my father on 17 May 1991 — my birthday — as the vehicle through which I would consult; I have run it as my own practice since 2007.

Principal — Phoenix Tech LLC

2022 – PRESENT

APPLIED AI & TECHNICAL CONSULTING

- Hands-on practice for self-hosted AI model deployment and fine-tuning, generative-video pipelines, and computer/security configuration. Invoiced engagements include a self-hosted AI server build with a supervised image-to-animation pipeline and a Stable Diffusion/Deforum music-video pipeline for Happy Trails Animation, and network/security consulting for From the Heart Productions.

Web, Analytics & Security Consultant; Contract Producer — From the Heart Productions

2017 – PRESENT

501(C)(3) FISCAL-SPONSORSHIP ORGANIZATION

- Fundraising strategy, production support, and technology consulting for a nonprofit serving independent filmmakers
- WordPress security audit, maintenance retainer, banking-transition playbook, contractor-agreement drafting, insurance review; produced fiscal-sponsorship positioning and film/TV pitch-training curricula. Partnership with Carole Joyce began as Authentic Vision Consulting Inc. (2017), active as of 2026.

Fractional CTO / CISO & Lead Technologist — Ferguson Family Marine & Design Operations

2007 – 2023

ALEXANDER MARINE · OCEAN ALEXANDER · TECNOMAR · ITALIAN SEA GROUP · SALLY J INTERIORS

- Primary technologist and fractional CTO/CISO supporting Jeff A. Ferguson Sr.'s yacht-industry operations — including his VP-of-Operations work for Alexander Marine International / Ocean Alexander (East Coast commissioning and delivery of the Ocean Alexander 120 program built at Christensen Shipyard) and engagements with Tecnomar and The Italian Sea Group — and Sally J Ferguson's interior-design practice, Sally J Interiors. Signed 2016 recommendation from Richard Allender, Director of US Operations, Alexander Marine International, on file.

Principal — JAF Consulting LLC

2018 – 2019

YACHT SALES & BROKERAGE — FORT LAUDERDALE, FL

- Signed exclusive U.S. sales consultant for Nuovi Cantieri Apuania S.p.A. (builder of the Admiral brand), with targets of €20M rising to €50M on 6% commission; exclusive listing broker for a 90-foot Ocean Alexander sale.

IT Contractor & Systems Administrator — International Yacht Training (IYT/IYL)

2007 – 2008

SOUTH FLORIDA & KELOWNA, BC

- Outsourced IT contractor across two network centers — administered Microsoft Exchange and SharePoint, migrated CRM from Goldmine to Outlook/BCM, and built a 20-station Ocean Navigation Simulator, one of only a handful worldwide at the time.

Founder & Chief Technology Officer, Head of R&D — OptimERA, Inc.

2005 – 2006

WIRELESS ISP — UNALASKA / DUTCH HARBOR, ALASKA

- Co-founded and led technical architecture for a wireless ISP serving a remote Bering Sea island community with no terrestrial fiber — authored the original business plan, built the early technical and web infrastructure, ran R&D. **The company still operates more than twenty years later**, now partnered with SES Networks and Starlink.

Contractor, then Live Operations Administrator — Microsoft

JAN 2002 – SEP 2004

ASHERON'S CALL I & II — BELLEVUE, WA

- Began as a Microsoft-paid contractor on Xbox, then administered live operations for two persistent MMO worlds during their commercial peak — incident handling and in-world administration for a 24/7 service. Paid directly by Microsoft throughout (Turbine developed the titles).

Also: President, The Manifestations, Inc. (Boca Raton, FL; 2014–2020, Fla. doc. P14000008064).

07 CLIENT WORK — BY SECTOR

Client engagements are under confidentiality and described by sector and deliverable only — sixty-plus decks and document packages produced 2024–2026 on an AI-assisted pipeline I built and maintain.

Senior living & adaptive reuse (intergenerational campus; partner/funder/advisory packages) · **Independent film & television** (fiscal-sponsorship positioning, pitch-training curriculum) · **Nonprofit formation & governance** (complete entity package) · **Advanced materials & cleantech** · **Aerospace** (rotorcraft configuration & build documentation) · **Smart textiles & wearables** ·

08 LEADERSHIP · EDUCATION · REFERENCES

LEADERSHIP & PRODUCTION

- **Event & Camp Lead — Burning Man Regional Events** (Black Rock City 2007–2015, 2025; Love Burn Miami since 2014). Directed a 135-person Love Burn camp with a core team of 35 active volunteers across production, logistics, and on-site delivery.
- **Independent Technology & Strategy Consultant / Board Member** (2015–Present). Advise founders on architecture, digital–physical integration, and partnerships; serve on private-company boards; led a capital raise for an aerospace client to a successful close.

SECURITY & GOVERNMENT

- DEF CON 2017 & 2018 (Las Vegas) — competed on a three-person team in the OSINT/HUMINT/SIGINT Capture the Flag track, placing both years.
- Black Hat USA 2018 (Las Vegas) — attended Briefings for professional development in security and threat research.
- Active individual registrant on SAM.gov, pursuing federal government-contracting opportunities.

EDUCATION & CERTIFICATIONS

- New Horizons Regional Education Centers — MCP, A+, N+, MCSE, IT (1999)
- Bellevue College — Computer Science, Business & Criminal Justice coursework
- Wilderness First Responder · CPR · MikroTik Wireless
- Outward Bound (3 programs) · Permaculture Design · Beekeeping

REFERENCES

- **Carole Joyce** — From the Heart Productions / Authentic Vision Consulting.
- **Andy Collen** — Happy Trails Animation (collaborator since 2015).
- **Richard Allender** — Dir. of US Operations, Alexander Marine Int'l (2016 letter on file).