

J. Ferguson *Phoenix*

Creative Technologist — Immersive & Connected Experiences, Concept to Installation

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01 PROFILE

Creative technologist who builds *interactive, immersive, and connected experiences* where the digital layer meets a physical room — from an officially recognized large-scale XR event to AR activations, themed environments, and haptic prototypes. I concept, prototype, and ship: real-time 3D, WebXR, projection and 3D-scan capture, and a daily generative-AI production practice. I lead teams and volunteers at scale and take work all the way from idea to live installation under real deadlines.

02 SELECTED WORK

Founder & Regional Director — METABURN / The Bridge Experience

2020 – PRESENT

A RECOGNIZED UNIVERSE OF THE 2020 BURNING MAN MULTIVERSE

- Directed a free, fully immersive browser-based 3D XR experience — no download, no headset — named a **Recognized Universe** of the 2020 Multiverse alongside BRCvr, BURN2, and SparkleVerse, under a license executed directly with Burning Man Project naming me Producer.
- Architected the experience as a **portal to seven other Recognized Universes** — multidirectional world-hopping built into the platform and site design. Concept to live in an 80-day sprint on a \$16,500 budget; ran the full creative and production stack.

Interim CTO — The Luminous Lotus Temple

2021

OFFICIAL VIRTUAL BURNING MAN 2021 EXPERIENCE

- Led 3D environment integration and blockchain/NFT asset development for the official 2021 virtual Temple, with creator-producer Simeone Scaramozzino and designer Roger Carr.

Founder & Experience Designer — KO-STARS Agency

2017 – PRESENT

IMMERSIVE & MIXED-REALITY BRAND EXPERIENCES

- Designed an immersive holographic & AR fashion-show activation for Comic-Con / Hats Walk 2018 with experiential production 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 physical room.
- Concept and design mixed-reality customer-engagement experiences for hospitality and retail venues, extending brand engagement across physical and digital space. Ongoing animation collaboration with Andy Collen (Happy Trails Animation) 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.

Co-Owner — CoPlay, Garfield Campus Science & Technology Park

2020 – 2024

THEMED ENTERTAINMENT · ADAPTIVE REUSE — MUNCIE, INDIANA

- Co-owned a venture converting a former corporate HQ into a Science & Technology Park and Family Entertainment Center — including a navigable digital twin of the campus and direct IP-licensing engagement with the property's rights holder. Attraction research at IAAPA Expo with a 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 immersive applications — cross-referenceable in contemporaneous correspondence.
- Integrated and evaluated Teslasuit haptic-feedback hardware from first software load through experiential prototype; delivered environment 3D-scanning and sports-performance capture prototypes. Sustained R&D with vibroacoustic dome-venue technologists shown at Burning Man and other festivals.

Producer & Host — Remote Burn AI Ethics Panel

MAY 2020

DISTRIBUTED VIRTUAL EVENT

- Led the technical team behind a distributed virtual event and convened and hosted a three-hour panel on AI, ethics, and society; credited on the record for originating the ethics thread.

Mentor & Immersive Builder — DreamTank

2020 – 2021

YOUTH SOCIAL-ENTREPRENEURSHIP ACCELERATOR, COLORADO

- Taught WebXR fundamentals (A-Frame / Mozilla Hubs) to youth building browser-based virtual worlds for a UN SDG experience presented at Burning Man; one mentee's world connected live visitors into The Bridge Experience through the web portal.

Live Operations Administrator — Microsoft

2002 – 2004

XBOX · ASHERON'S CALL I & II — PERSISTENT ONLINE WORLDS

- Microsoft-paid contractor on Xbox, then administered live operations for two persistent massively-multiplayer online worlds during their commercial peak — real-time incident handling and in-world administration for a 24/7 interactive service. Early, hands-on work inside large-scale live virtual worlds.

03 CREATIVE TECHNOLOGY & AI

- **Generative production, daily** — ComfyUI + Stable Diffusion for concepting and visual development; 64 AI-assisted concept/pitch decks produced Nov 2024 – Aug 2026 across a wide range of sectors.
- **Published tooling (2023)** — authored and released working ControlNet/Deforum animation configurations for Stable Diffusion on GitHub (a 140-parameter Deforum profile and matched render pipeline). Public and dated.
- **Self-hosted stack** — local inference (Ollama/ROCm, llama.cpp, LM Studio; ~99 GB of models) and a personal knowledge pipeline using local embedding and vision-language models for retrieval, OCR, and tagging.

GitHub — github.com/DakaPhoenix · YouTube — @J1Ph1 · Original repositories: ReScript (2021); Deforum/ControlNet configs (2023).

04 CAPABILITIES & EDUCATION

EXPERIENCE DESIGN

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

CONNECTED & PHYSICAL-DIGITAL

GENERATIVE & AI

ComfyUI + Stable Diffusion, Deforum/ControlNet pipelines, self-hosted LLM/vision inference, AI-assisted concept production

PRODUCTION & LEADERSHIP

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

Concept-to-install delivery under deadline, budget ownership, vendor/volunteer coordination, team leadership at scale (135-person camp)

Education: *New Horizons — MCSE, MCP, A+, Network+ (1999) · Bellevue College coursework · Permaculture Design · Wilderness First Responder.* **References:** *Carole Joyce · Andy Collen · Richard Allender — available on request.*

J. FERGUSON PHOENIX — CREATIVE DIRECTOR

JPHOENIX.PAGES.DEV

GARFIELD™ PAWS, INC.; TESLASUIT™ VR ELECTRONICS LTD. — REFERENCED TO DOCUMENT PROJECT WORK