

J. Ferguson *Phoenix*

Creative Technologist — Interactive, Immersive & Connected Experiences

San Diego, CA ♦ jeffery.ferguson@gmail.com ♦ 954.909.1500 ♦ jphoenix.pages.dev ♦ youtube.com/@J1Ph1

I build experiences where a *digital layer meets a physical room* — immersive XR, AR activations, themed environments, connected systems — and I take them from concept to live under real budgets and deadlines. Twenty-five years in technology, nineteen running my own practice, and a daily generative-AI production process that ships client work at volume.

01 SIGNATURE WORK

2020 · RECOGNIZED UNIVERSE

METABURN — The Bridge Experience

Free browser-based 3D XR event named a Recognized Universe of the Burning Man Multiverse, under a license with Burning Man Project. Concept-to-live in an 80-day sprint on a \$16,500 budget.

2021 · AR / NFT INSTALLATION

Interactive Augmented Art Mural — Art Basel

An augmented-reality and NFT-linked digital layer over a physical mural, produced with a 2021 Art Basel-week collective.

2021 · INTERIM CTO

The Luminous Lotus Temple

3D environment integration and blockchain/NFT asset development for the official 2021 virtual Burning Man Temple.

2018 · EXPERIENTIAL ACTIVATION

KO-STARS × Melt Creative — Comic-Con

Immersive holographic & AR fashion-show activation: real-time 3D body-scanning, projection mapping, a 360° dome, and dual large-format video walls in the room.

2020-2024 · THEMED ENTERTAINMENT

CoPlay — Garfield Science & Tech Park

Adaptive reuse of a former corporate HQ into a Family Entertainment Center, with a navigable digital twin and direct IP-licensing engagement.

2005-PRESENT · FOUNDER & CTO

OptimERA — Remote Alaska Wireless ISP

Co-founded and built a wireless ISP for a fiber-less Bering Sea island. Still operating 20+ years later, now with SES Networks and Starlink.

02 BY THE NUMBERS

25 years in technology;
19 as an independent
practice

64 AI-assisted client &
venture decks,
2024-26

135 person camp led,
with a 35-volunteer
core team

20+ years the ISP I co-
founded has run
continuously

03 WHAT I WORK IN

WebXR · A-Frame · Mozilla Hubs

AR / VR / XR concepting

Projection mapping & 3D-scan capture

Themed environments & attractions

IoT & connected systems

Digital twins · BIM/AEC

ComfyUI · Stable Diffusion

Self-hosted LLM/vision inference

Deforum / ControlNet pipelines

POS & inventory integration

Networks & satellite backhaul

Scoping · SOW · delivery

