

J. Ferguson *Phoenix*

Technology Strategy & Client Innovation

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Dear Gigantic Playground Hiring Team,

Gigantic Playground sits exactly where my work has always lived — at the seam between a physical space and the digital system that makes it responsive. A connected-experience agency inside the CourtAvenue Collective, pairing consultant-level rigor with agency craft and proprietary AI tools, describes how I already operate: I scope the problem carefully, build the thing, and ship it under a real budget and a real date.

For nineteen years I have run an independent practice doing precisely that. I take ambiguous client problems and turn them into deliverable systems — connected physical-digital experiences, POS and inventory integration, IoT and sensor-driven environments, digital twins, and the networks underneath them. I have led a full technology and operations modernization for a nonprofit (security audit, banking transition, contractor agreements, insurance), led a capital raise for an aerospace client to a successful close, and sat on private-company boards conducting the technical due diligence that decides whether an engagement is worth taking.

The part that maps most directly to your "proprietary AI tools" positioning is not aspirational for me — it is my daily process. I run a self-hosted local-inference stack and a generative image/video pipeline I built myself, and I have used it to deliver sixty-four client and venture concept and pitch decks in under two years across aerospace, fintech, quantum, wearables, marine, and real estate. I published working Stable Diffusion animation tooling on GitHub in 2023. AI is a production tool in my hands, not a slide.

I also know how to deliver something ambitious against a wall. In 2020 I took a large-scale, browser-based connected experience from concept to live in an eighty-day sprint on a \$16,500 budget — negotiating the platform license, contracts, programming, and volunteer operations personally — and it was recognized by the event's own organization. Two decades earlier I co-founded a wireless ISP for a fiber-less island in the Bering Sea that is still operating today. I am comfortable owning the whole arc, from the first scoping conversation to the thing running in the world.

I would welcome the chance to bring that blend — strategy, hands-on build, AI fluency, and delivery discipline — to your clients. My portfolio, with a full video archive, is at jphoenix.pages.dev. Thank you for your consideration.

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