

# Mark McKenzie

CEO of Jam-Live • AI Developer • Unity / XR Engineer



AI Infrastructure

Generative AI

LLM, VLM, RAG

Content Generation

Unity / C#

Python / docker

XR / AR / VR

Medical Imaging

Model Fine-Tuning

Training Data Generation

**Email:** mark@redfrizbee.com

**Phone:** +1 (517) 518-4014

**Location:** Rockford, Michigan 49341, USA

## JAM-LIVE • 2020 TO PRESENT

### Building advanced AI, immersive software, and visual technology from research to working product.

Mark McKenzie is the CEO of Jam-Live and a hands-on technical founder with 25+ years of experience across artificial intelligence, XR, Unity, real-time 3D systems, DICOM medical imaging, and production software. His work blends engineering depth with visual storytelling: AI infrastructure, virtual try-on technology, generative video, dataset creation, GPU workflows, Kubernetes deployments, and interactive Unity experiences. He evaluates APIs, software systems, and business ideas with both qualitative and quantitative judgment, and is strongest when turning complex technical systems into clear product stories through visuals, demos, and direct communication.

## Professional Summary

Senior software engineer, CEO, and technical leader with a rare ability to connect research, architecture, code, graphics, infrastructure, and product delivery. Mark has built systems across AI, mixed reality, gaming, entertainment, and medical software, including co-founder and CTO roles, volume-rendering patent work, and principal development of software that reached FDA approval. He is strongest where projects require invention: turning complex ideas into working systems, debugging difficult pipelines, optimizing performance, and making advanced technology understandable through compelling visual demonstrations.

This portfolio is designed to be more than a resume. It presents the story of a builder who can design the AI pipeline, train or evaluate models, create the datasets, deploy the infrastructure, build the Unity experience, and produce the visuals needed to explain the result clearly.

## Core Skills

- Artificial Intelligence
- Generative AI / LLM / VLM
- AI Infrastructure
- Virtual Try-On Technology
- Training Data and Inference
- Dataset Creation and Curation
- Unity 3D and C#
- Python, PyTorch, TensorFlow, ONNX, Keras
- CUDA, Docker, Kubernetes
- GPU Optimization
- AR, VR, XR
- Quest 3 / Mobile XR
- Video Generation
- Medical Imaging and DICOM
- Technical Leadership

## Experience

### **Jam-Live - CEO, Founder, AI Developer, and Technical Architect**

2020 - Present

- Lead Jam-Live as CEO while personally designing, coding, testing, and demonstrating advanced AI and immersive technology systems.
- Created and evaluated AI infrastructure for generative media, virtual try-on, image/video workflows, VLM/LLM testing, dataset processing, and GPU-based inference.
- Built technology across Python, PyTorch, CUDA, Docker, Kubernetes, Unity, C#, XR, video generation, and custom data pipelines.
- Developed realistic virtual try-on technology and supporting datasets, combining computer vision, image processing, model testing, and production-oriented engineering.
- Produced visual demos, videos, screenshots, technical dashboards, and interactive software that communicate complex systems as clear product stories.

### **Docomo Innovations - Remote Research and Development**

May 2020 - Present

- Built and evaluated XR and AI solutions with international research teams across the US and Japan.
- Developed Unity/C# applications for testing and evaluation, plus iOS/Android mobile support workflows.
- Produced technical research presentations and contributed in collaborative strategy sessions.

### **Carnevale - AR Application Development (Multiple Projects)**

Nov 2017 - May 2020

- Delivered large-scale AR experiences for clients including Rockford Construction and Michigan State University.
- Built data packaging and async download pipelines, caching systems, scene optimization, and performance tooling.
- Contributed to projects including Plaza Roosevelt AR, SkyLens weather AR, GolfLogix features, and furniture visualization apps.

### **Red Frizbee Studios - Senior Programmer, Co-Founder**

Nov 2014 - 2017

- Led Unity-based cross-platform game and app development for PC, Steam, mobile, Amazon, and Facebook ecosystems.
- Implemented networking, VR, AI features, advanced lighting, profile systems, and cloud-connected services.
- Shipped multiple titles and integrated monetization, achievements, and persistent data systems.

**Jam-Live LLC - Senior Programmer, Co-Founder**

Nov 2012 - 2014

- Built scalable cloud and real-time collaboration systems for live online music sessions.
- Developed Python, HTML, JavaScript, and database-backed user, metrics, and content workflows.
- Implemented networking/audio systems and social platform integrations.

**Intrinsic Medical Imaging (Inc and LLC) - CTO, Principal Programmer, Co-Founder**

Aug 2008 - Sep 2012

- Architected and built medical imaging software for volumetric visualization, analysis, and measurement.
- Led software and process efforts that resulted in FDA-approved software workflows.
- Implemented DICOM integration, multithreaded high-volume data pipelines, UI systems, and team technical direction.

**The Amusement Machine Inc - CTO, Principal Programmer, Co-Founder**

Jun 1999 - Aug 2008

- Developed advanced 3D engines, plugin frameworks, rendering systems, and physics integrations.
- Built distributed compilation and real-time simulation features across multiple technologies.

**Education****Howell High School**

Howell, Michigan | Graduated June 1999

- GPA: 3.85
- Completed AP courses in C/C++ and machine language.

**Video Showcase**

A more visual YouTube hub with direct links to your channel, videos, shorts, and playlists. The first card uses your real video thumbnail, and the other cards are polished placeholders you can swap with exact video URLs.