



the discover list

creators to watch, just For You



the discover list

creators to watch,
just For You

08 change-makers

@alexisnikole
@beauty2thestreetz
@joelbervell
@juixxe
@notoriouscree
@remibader
@scarlet_may.1
@taylorcassidyj
@team2moms
@valentinebrothers

30 foodies

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@gabby.jaye
@moribyan
@newt
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@sulheejessica
@thegoldenbalance
@thekoreanvegan
@thesweetimpact
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@brittany_broski
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@mikaylanogueira
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96 originators

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@supvano
@tracy.oj

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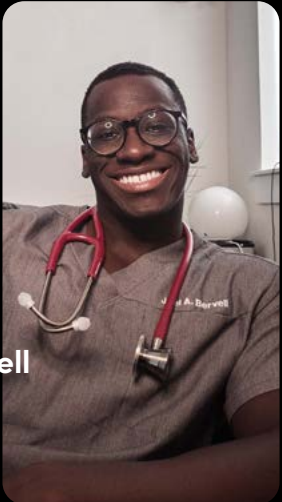
TikTok



@notoriouscree



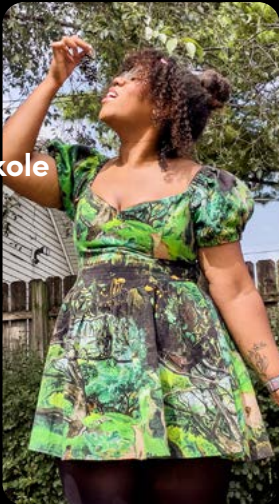
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@joelbervell



@team2moms



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@beauty2thestreetz

changemakers



@scarlet_may.1



@juixxe



@taylorcassidyj



@valentinebrothers

Creators who speak up and speak out. They advocate for others. They stand for something. From educating their followers, advocating for change or covering news, these creators push themselves and others every day to learn something new and to do better for the world.

the discover list

@alexisnikole

Alexis Nikole



“Learning
should be fun!”



Photographed by Yaw Asiedu

changemakers



Alexis Nikole Nelson is putting fun where there typically has been none: botany! She sings and cooks her way through teaching her audience about wild edible plants, their history, and their cultural significance. She’s encouraging her followers to find whimsy in the outdoors, and challenging the idea of what being an “outdoorsy” person looks like.

“It means so much to be nominated as a Changemaker! It means the opportunity to reach more people with the joy of the outdoors. The TikTok community pushes me to constantly try new things, and inspires me to laugh more! Both are vital!”

Favorite quote that you live by:

“Learning *should* be fun!”

Describe yourself in three words:

“Loud, Enthusiastic, Nerdy.”

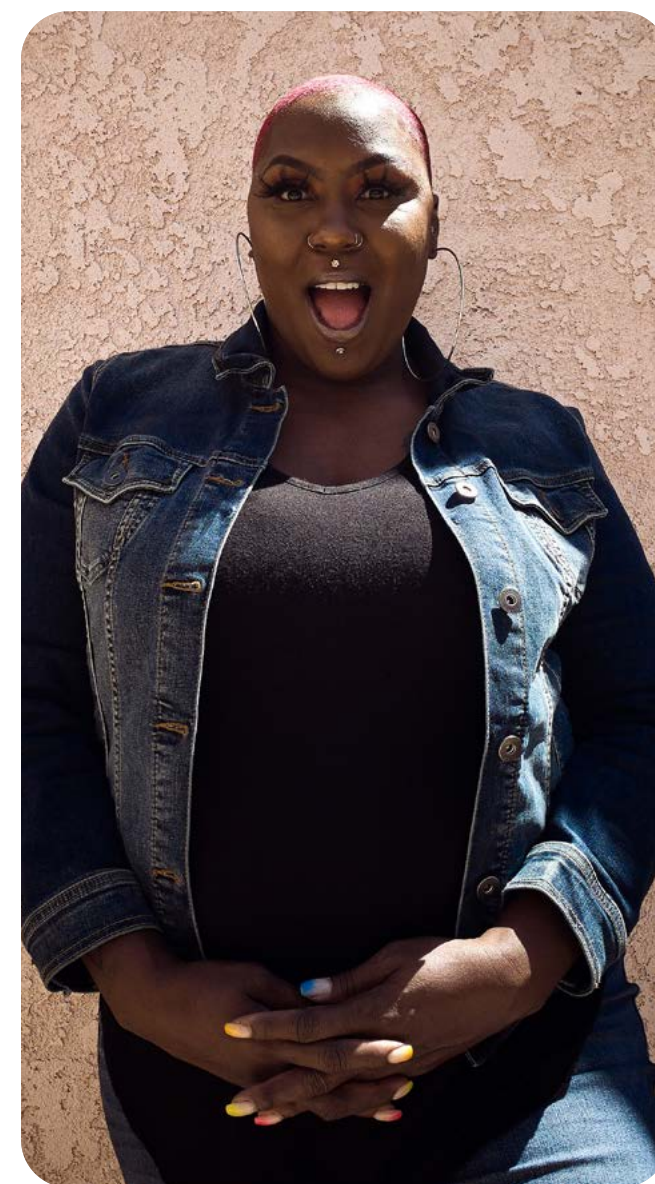
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@beauty2thestreetz

Shirley Raines



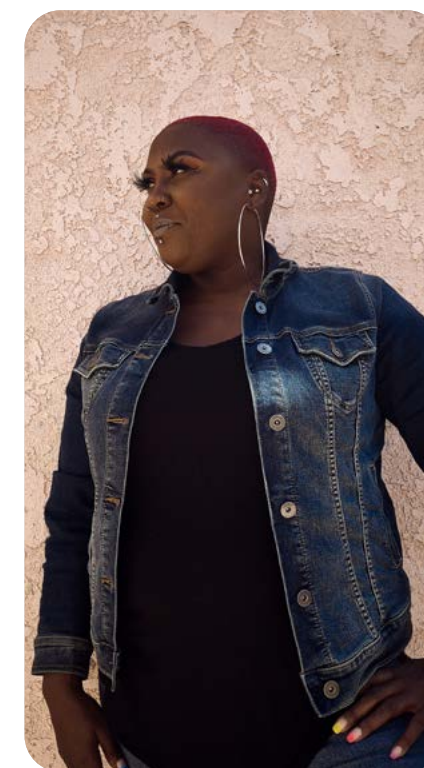
“Hurt people can do better.”



Photographed by Yaw Asiedu

Shirley Raines founded Beauty 2 The Streetz, a nonprofit organization whose aim is to bring essential services and beauty to the streets of Skid Row in Los Angeles. The team provides makeovers, food, beauty and hygiene services to the homeless, all with a personal touch.

Shirley documents their work on social media in hopes of changing the perception of what it means to be homeless in America. Shirley is no stranger to hardship, but after the loss of her eldest son, she struggled to find a way out of her depression. She discovered a familial-like connection to the unhoused people she met while volunteering with another organization and decided that serving the homeless was the purpose for her pain.



“Being a Changemaker on The Discover List means that my mission to shed a light on the homeless crisis is being seen and supported. This recognition has inspired me to share more content as we serve the community.”

Favorite quote that you live by:

“Hurt people can do better.”

Describe yourself in three words:

“Broken, Loud, Strong.”

changemakers

Joel Bervell



“It feels amazing to know that the content I’m creating is having an impact on people’s lives.”



Photographed by Yaw Asiedu

“It feels amazing to know that the content I’m creating is having an impact on people’s lives. To see other people also sharing my same desire to learn more about the biases that impact the medical system is incredibly humbling. I’ve been so in awe of the TikTok community. I’ve created incredible friendships and met people who are truly curious about the world. Every time I open TikTok, I learn something new that makes me see the world just a little differently and understand perspectives separate from my own.”

Joel Bervell is a third year Ghanaian-American medical student at Washington State University, Elson S. Floyd College of Medicine. In 2017, Joel graduated from Yale University, where he earned a degree in Molecular Cellular Developmental Biology. He is committed to fighting health disparities in medicine through education and regularly shares insights on racial disparities and biases in healthcare on his TikTok.

Favorite quote that you live by:

“Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.”
- Viktor Frankl

Describe yourself in three words:

“Driven, Inquisitive, Extroverted.”

Jesús Morales



“I made a goal in 2020 to be able to help as many people as possible.”



Photographed by Yaw Asiedu

Jesús Morales is a first generation Mexican immigrant who uses TikTok to crowdfund money for street vendors in Southern California. With the help of his followers, Jesus surprises random vendors with \$1,000 cash tips. In the span of one year he has been able to raise and distribute over \$131,000 in donations through his platform.

“It’s truly an honor to be nominated as a Changemaker. I made a goal in 2020 to be able to help as many people as possible and I was able to do that with the help of TikTok. There are so many creators who are doing amazing things on this app so I am humbled and incredibly thankful to be nominated. TikTok and its creators inspire me. If it wasn’t for them and this app, I don’t think I would be where I’m at today.”

Favorite quote that you live by:

“The man who says he can and the man who says he can’t are both correct.” - Confucius

Describe yourself in three words:

“Ambitious, Driven, Humble.”



the discover list



“Seeing indigenous peoples in these spaces is very important for progression in society.”

@notoriouscree

James Jones



Photographed by Yaw Asiedu



James Jones is a Cree dancer from Tall Cree First Nations and a popular TikTok creator. James is also a full time youth worker who does social work through cultural arts. James uses his platform to spread awareness about indigenous communities while also sharing his culture with everyone.

“It means a lot to me to be recognized as a Changemaker. Seeing indigenous peoples in these spaces is very important for progression in society. The TikTok community teaches me something new every day – whether it’s about my culture, what’s going on in the world or in other BIPOC communities – which is inspiring.”

Favorite quote that you live by:

“Don’t let success go to your head, and don’t let failure go to your heart.”
– Anonymous

Describe yourself in three words:

“Motivated, Respectful, Honest.”

changemakers

@remibader

Remi Bader



“The community I’ve built has given me so much happiness and confidence.”



Photographed by Justin Patterson

Remi Bader is a 26-year-old curve model whose realistic clothing hauls have taken TikTok by storm. In these viral videos, she reviews popular fashion brands, often copying models’ poses and exposing the size discrepancies seen across brands. Remi challenges major brands to address size inclusivity within their product offerings and marketing campaigns. Having struggled with body-positivity and mental health her entire life, Remi resonates with an audience that relates to her struggles. She uses quick wit, humor and heartfelt honesty to normalize feelings of self-doubt and promote self-love for all shapes and sizes.

“Nothing makes me happier than being recognized for making an actual difference in the TikTok community. TikTok has changed my life and is something I’m super passionate about. The community I’ve built on TikTok has given me so much happiness and confidence and something I want to forever keep building on. Recently, I’m super proud that I’ve had a platform where I can speak my truth on NYFW.”

Favorite quote that you live by:

“Everything happens for a reason.” –Anonymous

Describe yourself in three words:

“Authentic, Relatable, Funny.”

changemakers

the discover list

@scarlet_may.1

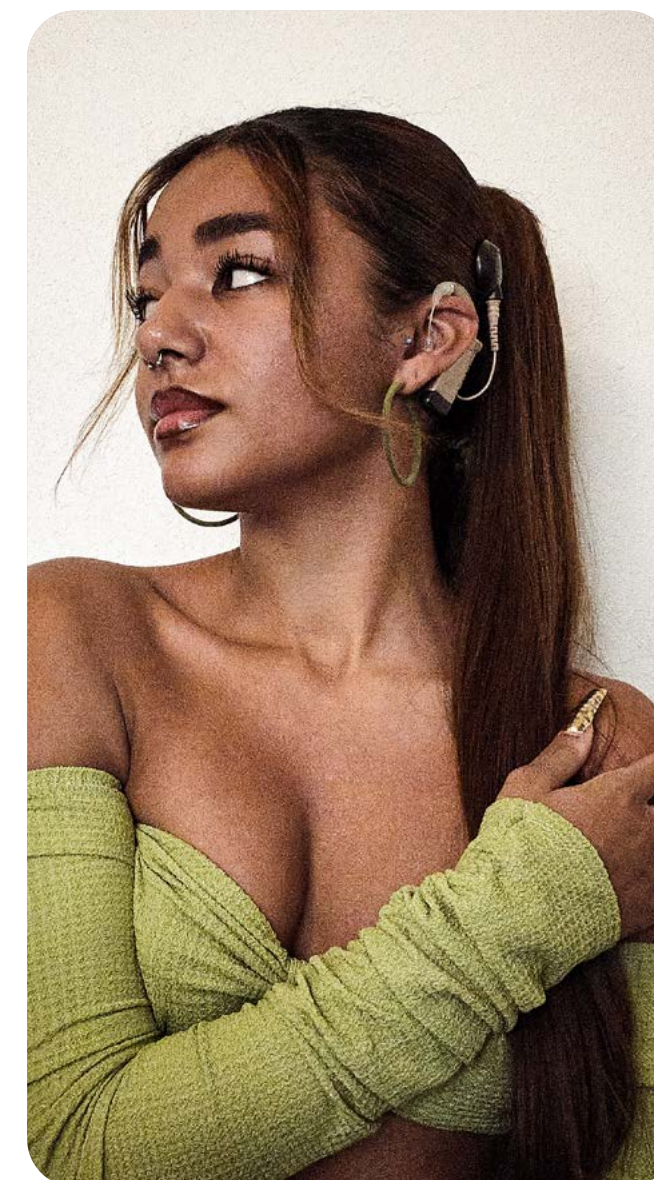
Scarlet May



Scarlet May is a deaf influencer who has gained a huge following on TikTok, initially from her “deaf Kardashian series” which took off in July of 2020. From there, she started making funny and educational skits, ASL covers, and more. She loves making funny content that’s different, all while educating others about the deaf community. Her goal is to one day perform on stage with artists and translate songs.

Photographed by Yaw Asiedu

changemakers



“The TikTok community has inspired me to step out of my comfort zone. I wasn’t ever into social media before TikTok, but my followers have made me more confident and comfortable with putting myself out there on a hearing platform. It’s great to witness so many people being open to earning about our deaf world. I love TikTok and am thankful for everyone who supports me and I can’t wait to see where life takes me next.”

Favorite quote that you live by:

“Life is like a hand of cards, you have to play the hand you’re dealt.”
– Anonymous

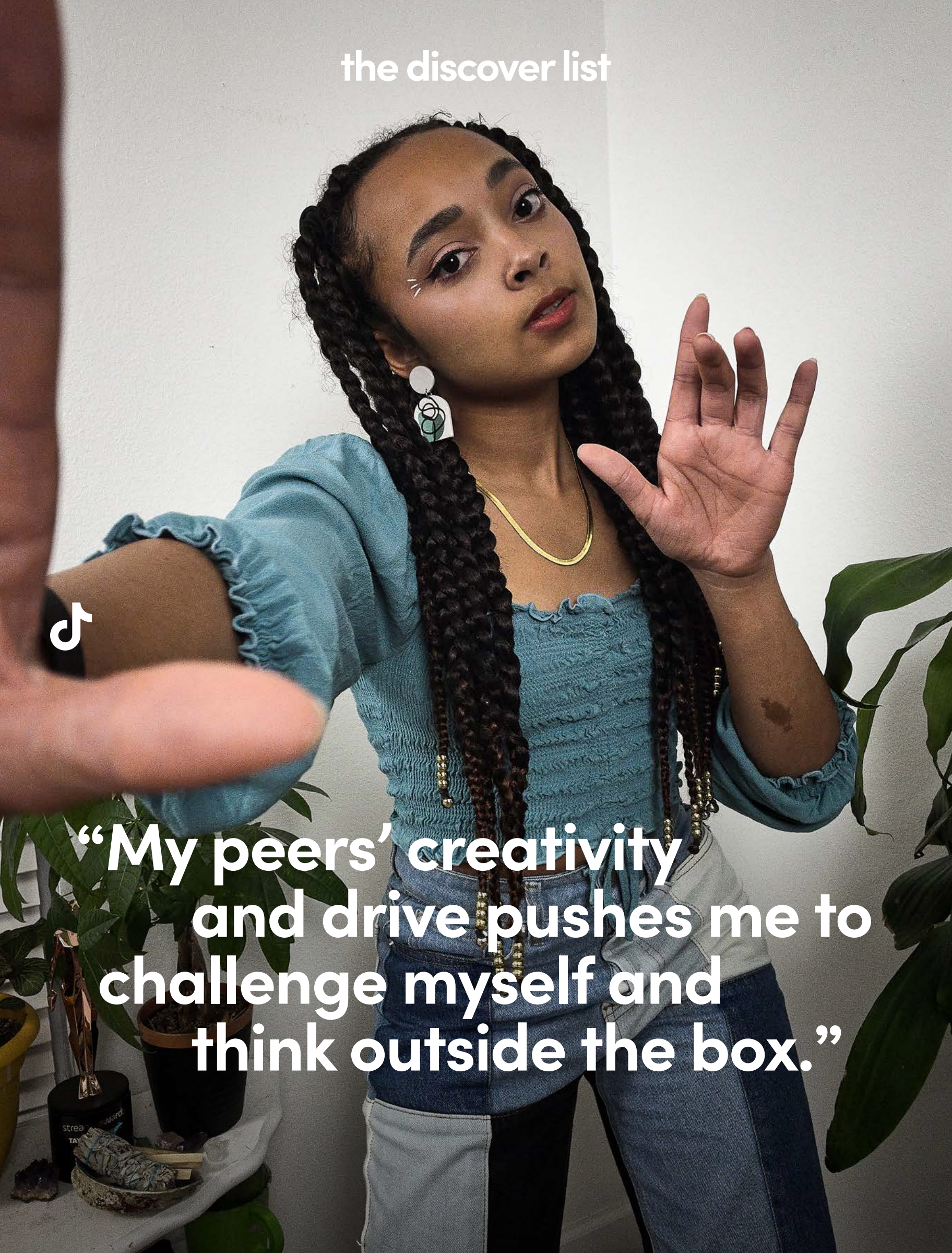
Describe yourself in three words:

“Intelligent, Perseverant, Kind.”

“The community has inspired me to step out of my comfort zone.”



Taylor Cassidy



“My peers’ creativity and drive pushes me to challenge myself and think outside the box.”



Photographed by Yaw Asiedu

changemakers

Taylor Cassidy is a content creator on TikTok teaching millions about unsung Black history figures accompanied by her quick wit and strong passion. As seen in her series “Fast Black History” and “Black Girl Magic Minute,” she uses her platform to advocate for inclusion, representation, and love for one’s culture. Generous with sharing motivation and finding her creative voice, she is passionate about encouraging others to dream bigger for themselves.

“To be nominated as a Changemaker means that all of the time I’ve spent investing in ideas, being consistent in videos, and connecting with my audience has made a difference. It not only feels validating, but like a breath of relief that my hopes of creating impact are being recognized. The TikTok community inspires me endlessly and it’s what keeps me creating so fervently. On top of my audience, my peers’ creativity and drive pushes me to challenge myself and think outside the box.”

Favorite quote that you live by:
“Don’t shrink yourself to accommodate someone else’s comfort.”
– Anonymous

Describe yourself in three words:
“Intentional, Attentive, Driven.”



Ebony & Denise



“We are honored that our work to normalize LGBTQ+ parenting does not go unnoticed.”



Photographed by Yaw Asiedu

Ebony and Denise are a two-mom family with three children who create engaging TikTok videos for people across the globe. What started as a way for them to connect and inspire the youth of the LGBTQ+ community has evolved into a platform covering all things parenting, lifestyle, fashion, and relationships.

changemakers



“We are honored that our work to normalize LGBTQ+ parenting does not go unnoticed and that TikTok supports our community. The TikTok community has inspired us by seeing so many creators use their platform for social good, seeing the ample amount of creativity, and people just being their authentic selves.”

Favorite quote that you live by:

**“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
- Maya Angelou”**

Describe yourself in three words:

“Authentic, Genuine, Humbled.”



“We are making a difference in the disability and Down Syndrome community which is near and dear to us.”

Zach & Pat



Photographed by Yaw Asiedu

Zachary and Patrick Valentine, known as Zach and Pat on TikTok, strive to educate and entertain with their positive, comedic, and wholesome skits and dance videos. Food is their love language, which is an integral part of their Latin culture. If they are not busy creating content, you can find them enjoying some of their favorite foods like pizza and tacos. This brother duo advocates for the Down Syndrome community and others with disabilities through messages of kindness, hope, and love.

“This opportunity to be a Changemaker means the world to us. It shows us that this platform acknowledges not only our dedication and hard work, but more importantly, encourages us to inspire others to share their stories. We are making a difference in the disability and Down Syndrome community that is near and dear to us and we couldn’t do it without the outpour of love we have received from our followers and TikTok. The TikTok community is full of talented people who are excited to do what they love, and inspire others to do the same.”

Favorite quote that you live by:

“Changing perspectives one heart at a time.”

Describe yourself in three words:

“Dedicated, Protective, Loyal.”



changemakers

the discover list

TikTok



@chefjonkung



@gabby.jaye



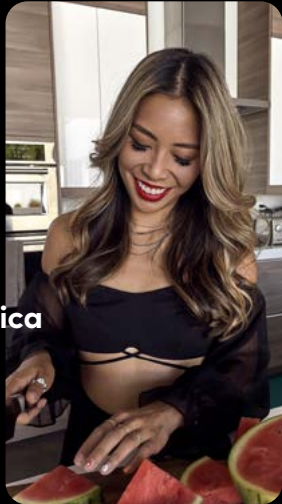
@newt



@moribyan



@saltycocina



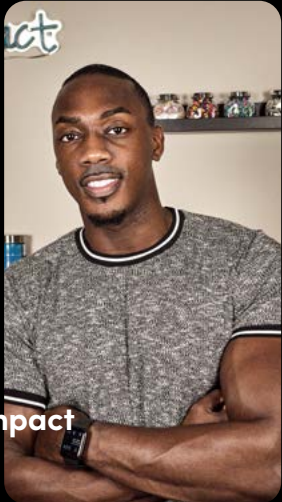
@sulheejessica

foodies

The creators who are making kitchen dreams come on the FYP. They're trying new things and going above and beyond in the food space. They're not just making food, they're creating masterpieces. The one thing they have in common is that they're all adding their own creative spin on cuisine — and it's all delicious.



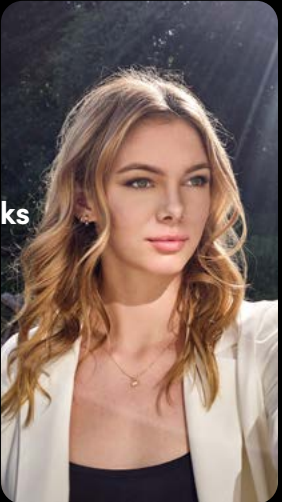
@thekoreanvegan



@thesweetimpact



@thegoldenbalance



@violet.cooks

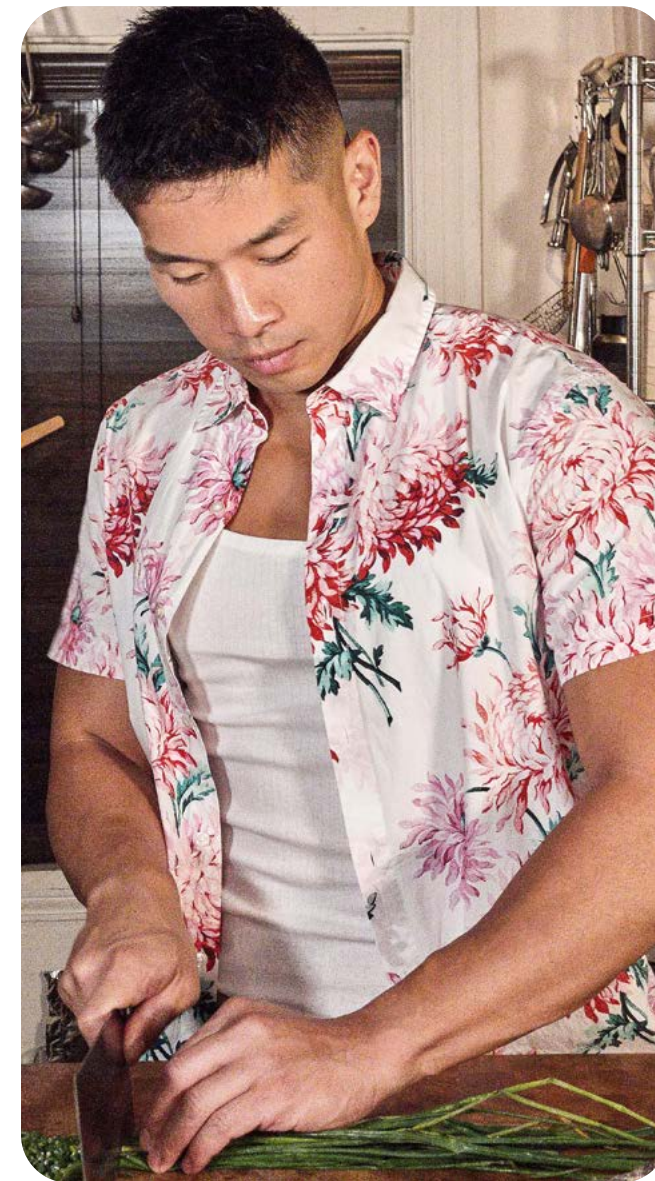
the discover list



**“My peers on TikTok
inspire me every day
to think differently.”**

@chefjonkung

Jonathan Kung



Photographed by Yaw Asiedu

Jonathan “Jon” Kung’s journey as a self-taught chef in Detroit began when he started creating menus for pop-ups in empty storefronts, secret dining rooms behind letter presses and even a hidden studio in a farmers market district. Switching gears over the course of the pandemic, he now focuses on sharing his culinary creativity on TikTok with the goal of inspiring people to express themselves, their culture, and their creativity through food.

“I’m both AAPI and LGBT. TikTok shines a bright light on how far a person like me is now able to go in the food space. My peers on TikTok inspire me every day to think differently, they push me creatively, and teach me things every time I see them. The kindness that the TikTok food creator community has for each other is really something special.”

Favorite comfort food:

“Dumplings. They are a universal comfort food.”

Describe yourself in three words:

“Just a cook.”



foodies

the discover list



“This is truly a dream come true.”

@gabby.jaye

Gabrielle Williams



Photos provided by Gabrielle Williams

“I feel so incredibly honored and grateful to be part of this list. I had no idea of the impact that I’d have on people when I first started my TikTok account, so this is truly a dream come true. The TikTok community has inspired me so much, because everyone is just so supportive and encouraging and everyone is amazingly creative. I love how TikTok gives creative people such an awesome outlet to express themselves and helps other people to feel like they can express themselves, too.”

Gabrielle Williams, affectionately known as Gabby, is the original Disney food series creator on TikTok. She takes infamous foods from favorite movies – from Disney classics to *Harry Potter* to Nickelodeon shows – and brings them to life through her artistic talent and culinary skills. From Tiana’s man-catching beignets from *The Princess and the Frog*, to the famous ratatouille dish from *Ratatouille*, if there’s a delicious dish from the silver screen, Gabby has probably made it. She wants her videos to help others feel the warmth and happiness they did as children watching their favorite Disney movies.

Favorite comfort food:

“Warm chocolate chip cookies with ice cream. It just makes me so happy and reminds me of my childhood.”

Describe yourself in three words:

“Kind, Creative, Loving.”

foodies

the discover list

“The TikTok community has taught me that nothing is impossible.”



@moribyan

Hajar Larbah



Photographed by Yaw Asiedu

Hajar Larbah, who is also known as Moribyan, began her passion for cooking and baking to explore her North African roots. The native Californian studied nutrition and dietetics in college but always had a passion for the culinary arts, so she turned to TikTok where she shares a variety of mouth-watering recipes from all around the world. From fusion recipes to popular restaurant remakes, Hajar loves sharing her personality and love for all things food with others.

foodies



“TikTok has truly transformed my life so the opportunity to be featured on The Discover List alongside other foodie creators who have now become my friends is incredible! The opportunity to continue growing my blog with this platform through the Foodie list also inspires me to elevate my content. The TikTok community has taught me that nothing is impossible. Everyone is very open to learning and supporting others in their hobbies, passions, and lifestyles. It inspires me to showcase more of my personality and not be afraid to be my true self.”

Favorite comfort food:

“Mac and cheese! It was my favorite food as a child.”

Describe yourself in three words:

“Loves a challenge!”

the discover list



“The community on TikTok has inspired me in more ways than I could’ve ever imagined.”

@newt

Newton Nguyen



Photographed by Yaw Asiedu

Newton “Newt” Nguyen uses his fun personality to create content on all things food. From instructional cooking videos, like his first time making wagyu steak, to food hacks and restaurant reviews, Newt strives to create entertaining videos that will help make the culinary scene more fun and digestible (pun intended) for GenZ and millennials.

“The community on TikTok has inspired me in more ways than I could’ve ever imagined. I don’t think people appreciate the food trends on TikTok enough. Without the platform, I would’ve not had exposure to some delicious food/drink ideas and hacks, such as Dalgona coffee or birria tacos, among many other things. It makes me very happy that people would consider me for The Discover List. There are a ton of other really talented and successful food creators on TikTok that I admire, so being one that was chosen for this list means a lot.”

Favorite comfort food:

“Spicy instant ramen! I’ve been eating it since I was a kid.”

Describe yourself in three words:

“Creative, Curious, Adventurous.”



foodies

the discover list

@saltycocina

Ana M. Regalado



Photographed by Yaw Asiedu

foodies

“I have the opportunity to inspire others through my cooking while being myself.”

Ana is a loving mother and grandmother of eight who loves cooking for her family. She originally started posting recipes on TikTok with the goal of making a visual cookbook for her children, so that they would always have “mom in the kitchen” no matter where they were. Since then, Ana’s passion for cooking has spread beyond her family for everyone to enjoy.

“Being on The Discover List makes me realize I’m headed in the right direction and my hard work is paying off. Through TikTok, I have the opportunity to inspire others through my cooking while being myself.”

Favorite comfort food:

“Arroz con Leche, because it reminds me of when I was a little girl growing up in Zacatecas, Mexico.”

Describe yourself in three words:

“Determined, Dedicated, Traditional.”



Jessica Woo



“I can’t wait to continue inspiring millions to be both more intentional and creative.”



Photographed by Yaw Asiedu

foodies

Jessica Woo went viral on TikTok after posting videos assembling simple, yet beautiful DIY bento-style lunches, complete with a personal note for her three children. With a self-proclaimed love of eating and incorporating healthy, simplified ethnic dishes, Jessica has amassed a following of people mesmerized by her cooking, lunch, DIY and family content.

“TikTok is the platform that launched my path as a full-time content creator. It provided me a creative outlet to share my passion for lunch art and my three daughters with the world. Without it, I wouldn’t have my audience – nor would I have discovered this beautiful new path in life. To me, being a Foodie on The Discover List is such an honor. I can’t wait to continue inspiring millions to be both more intentional and creative

with the ways they relate to the simplest interactions with food – like reimagining how you go about preparing and packing a lunch.

TikTok has brought so much joy and freedom to my life. I think, more than anything, it has illuminated my life with hope and possibility. It is responsible for fostering a wealth of new opportunities and avenues in my life in business, in friendship, and in love.”

Favorite comfort food:

“SPAM, it reminds me of my childhood and my APAI heritage.”

Describe yourself in three words:

“Mother, Activist, Creative.”

the discover list

@thegoldenbalance

Ahmad Alzahabi



“It is a true honor to be here.”



Photographed by Yaw Asiedu

foodies

Ahmad Alzahabi began using TikTok in 2020 as a way to share his passion for being in the kitchen by putting his own spin on global dishes, while also inspiring others to cook. Always wearing his signature black t-shirt, Ahmad's entertaining videos feature a range of delicious and approachable recipes that will make anyone fall in love with cooking.

“TikTok feels like a family to me. The opportunities are unlimited when it comes to TikTok, and they encourage me to keep going. It is a very exciting opportunity to even be considered for The Discover List. I started making food content years ago and simply wanted to inspire others to be more comfortable in the kitchen. With that being said, it is a true honor to be here.”

Favorite comfort food:

“Chicken and rice. When I was trying to lose weight, It was one of my favorite things to eat all the time. It's also so easy to make it a comfort dish, just add broth and slow cook it.”

Describe yourself in three words:

“Grind don't stop.”



the discover list



“I love that people are willing to try new things, whether it’s plant-based recipes or Korean food.”

@thekoreanvegan

Joanne L. Molinaro



Photographed by Yaw Asiedu

Joanne Lee Molinaro, a Korean American trial lawyer, began The Korean Vegan as a passion project after adopting a plant-based diet. Her immensely popular videos incorporate her recipes with narrations of personal stories about her life and career in the United States, as well as about her immigrant family.

“The TikTok community inspires me every day to believe in myself as a creator! I never knew I had any real artistic or creative abilities until I started creating on TikTok, and therefore, my content is directly a result of the TikTok community’s faith in me. TikTok also inspires me to be a responsible content creator—one that endeavors to be inclusive, kind, and compassionate above all things.

It is an incredible honor to be a Foodie on The Discover List! I love that

people are willing to try new things, whether it’s plant-based recipes or Korean food, and it means so much to me that the TikTok community understands the importance of getting to know the stories of the people who have enriched their lives with different kinds of foods!”

Favorite comfort food:

“My go-to comfort food is jjajangmyeon, Chinese-Korean black bean noodles. It instantly takes me back to all those times my father used to take me and my little brother to the Chinese-Korean restaurant in Korea town. My brother and I loved these excursions!”

Describe yourself in three words:

“Driven, Argumentative, Empathetic.”

foodies



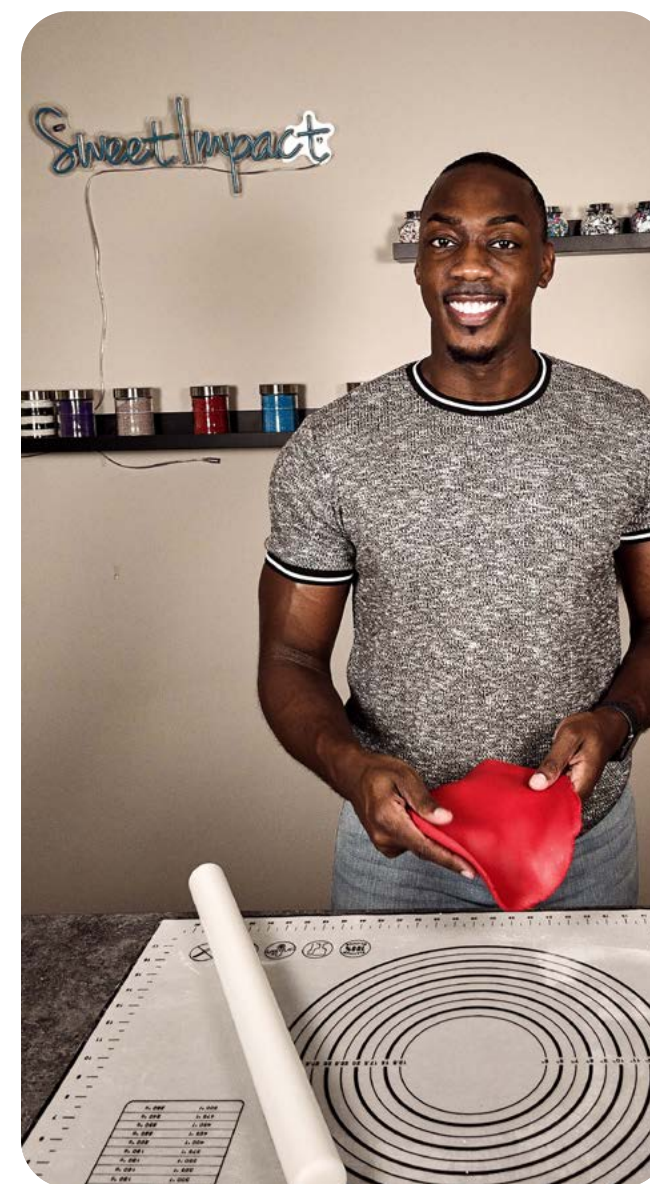
the discover list



“I have fun with the content I create.”

@thesweetimpact

Robert Lucas



Photographed by Yaw Asiedu

Robert is an IT professional who became a talented cake artist after he started baking only two years ago. His inspiration and curiosity led him to challenge himself to make his very first cake back in 2019—a unicorn-themed creation, based on a photo he saw online. He is known for his fantastical artistry, modeling cakes after iconic pop culture references like Nike Air Jordans, Beauty and the Beast, Space Jam and more.

“TikTok has a diverse range of talent and inspires my creativity to either put my own spin on a popular trend or to create something new. It’s a huge shock to be nominated for The Discover List, and it was definitely unexpected. I have fun with the content I create and put forth my best efforts, so it feels amazing to be recognized for that.”

Favorite comfort food:

“I love ice cream and eat way too much of it, honestly. I can eat it any time, even for breakfast, although I probably should not.”

Describe yourself in three words:

“Goofy, Optimistic, Creative.”



foodies

Violet Witchel



“I never thought I’d have the platform to empower people in the kitchen.”



Photographed by Yaw Asiedu

Violet Witchel is currently finishing up her senior year in college. During quarantine she began to cook at home more and started to share her recipes on TikTok. She is known for her easy healthy dorm recipes, and often makes fun taco, bagel, and salad videos along with cooking tutorials. While sharing recipes and her passion for cooking at home, Violet also uses her platform on TikTok as an opportunity to talk about important issues.

“TikTok has connected me with so many other inspiring creators. I’ve learned cooking skills from professional chefs, made new friends, developed my camera and editing skills, and have been given the opportunity to pursue this full time. I would never cook the way I do and wouldn’t be pushed out of my comfort zone like this if I didn’t have TikTok.

I never thought I’d have the platform to empower people in the kitchen. I think the ability to cook can help people financially, help them improve their health and body image, and is such a great way to show love. Being able to help people take the first steps into becoming confident in the kitchen and having the opportunity to share that with an even bigger platform through The Discover List is an honor.”

Favorite comfort food:

“My grandma’s chicken soup. It’s so easy to make, it’s delicious, and it reminds me of family.”

Describe yourself in three words:

“Entrepreneurial, Caring, Dedicated.”

foodies

the discover list

TikTok



@bomanizer



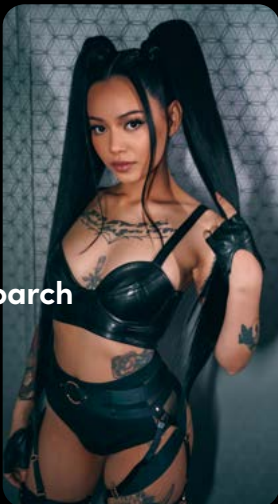
@brittany_broski



@chris
@ianpaget_



@snarkymarky



@bellapoarch

icons



@flossybaby



@challxn



@leogonzall



@iamtabithabrown



@tinx

Creators who need no introductions. They're the trends and the culture. They're well known up and down the FYP and outside of TikTok they're changing the game for content creators everywhere. They live and breathe TikTok culture and inspire others to do the same.

the discover list



“This is the most creative community out there, and I’m honored to be part of it.”

@bellapoarch

Bella Poarch



Photographed by Simone Komine



Bella Poarch is a true force of nature. Not only is she the world’s fourth-biggest TikTok star (with over 81 million followers and counting), the Filipina-American is a U.S. Navy veteran, gaming icon, anime obsessive, lifelong singer, and burgeoning songwriter who has created countless home recordings based on her emotionally raw lyrics and self-taught ukulele skills.

“It’s a huge honor to be nominated as an Icon on The Discover List! The TikTok community has inspired me through their creativity. It’s the most creative community out there and I’m honored to be a part of it.”

An icon you look up to:

“Lil Nas X.”

Describe yourself in three words:

“I love pickles.”

icons

the discover list

“There is an entire world of talented, brave, funny, and passionate people trying to make the world a better place.”



@bomanizer

Boman Martinez-Reid



Photographed by Yaw Asiedu

Boman Martinez-Reid is a force to be reckoned with. Through his comedic skits, Boman has been featured in publications such as Vulture and BuzzFeed, and was most recently named one of the nine Canadian celebrities under 30 who are taking the entertainment industry by storm. His most notable video, When One of Your Friends Coughs Except it's Reality TV, has seen over 20 million views across TikTok and Twitter.

“Being named an Icon means so much to me. Growing up Black and Queer, I was always made to feel different or ‘less than’ my peers. TikTok gave me a voice and the confidence to be who I am and exceed even my own idea of what I was capable of. It has shown me that there is an entire world of talented, brave, funny, and passionate people trying to make the world a better place.”

An icon you look up to:

“My mom. She never stops learning and challenging herself to try new things. Being able to make content with her has been an experience that I will cherish for the rest of my life.”

Describe yourself in three words:

“Silly, Dramatic, Bright.”



icons

the discover list

@brittany_broski

Brittany Broski



“I find inspiration from other creators being themselves.”



Photographed by Yaw Asiedu

icons

Brittany Broski took the internet by storm in 2019 with her wit, charm, and of course, distaste for kombucha. Since then, she has appeared in Paper Magazine, Super Bowl commercials, has created content for Comedy Central and MTV, has a number of ongoing brand deals and has been nominated for a number of awards, most recently taking home the 2020 WOWIE Award for Outstanding Achievement in Comedy. Brittany also currently hosts TikTok's official podcast, "For You Podcast."

“What do I post?
Garbage. But the nice type of garbage. Garbage from a nice restaurant, still kind of edible but might give you food poisoning—a risk you’re willing to take. TikTok constantly inspires me in non-traditional ways. I find inspiration from other creators being themselves. It says a lot about how grassroots TikTok is that any random person can reach the masses and spread love and laughter.”

An icon you look up to:

“An all-encompassing answer would be Harry Styles. He radiates love and kindness, and that’s all I hope to do as well.”

Describe yourself in three words:

“Flamboyant, Witty, Bloated.”



the discover list



“The TikTok community has inspired me to be the best version of myself.”

@challxn

Challan



Photographed by Yaw Asiedu

icons



Challan, hailing from Texas via Barbados, has been creating content since she was in high school. Starting out with beauty, she slowly experimented with different interests. A jack of all trades, she doesn't like living in one content bubble—she does it all. Challan possesses an ever expanding desire to learn new skills and hone in on her existing talents, and she dreams about expanding into modeling and acting full time.

Fun fact: all of her hair and makeup skills are completely self taught through tutorials and hours of experimentation.

“The TikTok community has inspired me to be the best version of myself. It feels very affirming and exciting to be recognized in this way.”

An icon you look up to:

“My sister.”

Describe yourself in three words:

“Energetic, Curious, Powerful.”

Chris & Ian

Chris Olsen started his TikTok with his boyfriend Ian Paget at the start of lockdown as something to do to pass the time. Their couples' challenges and quick-witted editing quickly swept the community by storm and they gained millions of followers in a matter of weeks. Chris strives to bring visibility to the gay community, the sober community, and all matters mental health through his content. Ian is a dancer and foodie who loves to cook and is also known for his famous phrases — "focus on your blooming" and "do we need to unpack this?" were printed on merch he and Chris made in collaboration with Custom Ink.

"I am creatively inspired, emotionally inspired, and artistically inspired by my peers on TikTok. It has inspired me to be more unapologetic about my emotions and my everyday life, and also be more confident in myself, as the FYP will always show us that we are never alone. I am so excited to be nominated as an Icon. Having tangible feedback that I am positively impacting people who connect with my content means more than anyone could ever know." - Chris

icons



Photographed by Yaw Asiedu

"The TikTok community reminds me every day of the creativity and joy that we all have inside us but are maybe too scared to share. Watching the community do their thing inspires me to never take myself too seriously! It's an honor to be nominated among these fellow creators who are killing it. And to quote Sally Field: 'You like me! You really really like me!'. - Ian

An icon you look up to:

"I have and always will look up to Lady Gaga, as she always inspired me as a young person in the LGBTQ+ community to be unapologetically myself." - Chris

"@HappyKelli! Her content always makes me smile." - Ian

Describe yourself in three words:

"Understanding, Loving, Anxious." - Chris

"Proud, Vibrant, Unashamed." - Ian

"The FYP will always show us that we are never alone."

the discover list



“Not many apps provide this sense of community.”

@flossybaby

Jay



Photos provided by Jay

“TikTok has given me the space to completely be myself and find people who are just like me. Not many apps provide this sense of community. To be nominated feels like a huge accomplishment, as there are so many talented creators. I feel honored to have been selected.”

Jay, also known as @flossybaby, is a content creator who specializes in comedy, fashion, and lifestyle. She first began posting on the app in April 2020, and became a breakout star with her comedic skits, relatable humor and special appearances from her dog, who she lovingly refers to as her son. She recently was tapped by JanSport for a comedy series.

An icon you look up to:

“Nicki Minaj.”

Describe yourself in three words:

“Funny, Beautiful, Intelligent.”

icons

the discover list



“Me just being
me is enough.”

@iamtabithabrown

Tabitha Brown



Photo provided by Tabitha Brown



Photographed by JR Williams

Tabitha Brown satisfies the hunger of millions with her unique approach to veganism and her wholesome, comedic personality, earning her the coined title of “America’s mom.” She draws her viewers in as the “auntie they never had,” welcoming them into her world through her delicious, yet simple recipes, sautéed with compassionate messages, and sprinkled with a pinch of humor. When she’s not entertaining millions at home, Tabitha is on the big screen, appearing in projects ranging from *Princess of the Row* alongside Martin Sheen to NBC’s hit comedy *Will & Grace* and most recently in her role on the Showtime Hit Series, *The Chi*, created by Lena Waithe.

“When I read comments from people, it makes me realize that TikTok is not just for young people, it’s for everyone. You don’t have to create content for one particular audience. I can be the same me, and it relates to everyone. Me just being me is enough.”

An icon you look up to:

“My mom and dad.”

Describe yourself in three words:

“Happy, Honest, Free.”

icons

the discover list

“It’s beautiful to
watch people’s
stories unfold.”



@leogonzall

Leo Gonzalez



Photographed by Yaw Asiedu

Leo Gonzalez is a California native based in Los Angeles who can always find his audience laughing at his comedic content. With a background in broadcast production and live television programming, Leo creates sketches, characters and content related to the Latinx community. His content highlights relatable situations while showcasing his talent for impressions acting along the way. He recently had the opportunity to create content and tape a podcast with his idol, George Lopez.

“The TikTok community has shown how together we are, no matter what. The talent of everyone is WILD and it’s beautiful to watch people’s stories unfold. Being nominated as an Icon means a great deal because TikTok has helped so many people cope with issues both related and unrelated to the pandemic. I have seen the power that this platform has to change how people feel as it relates to inspiration and hope, and it has given me the opportunity to showcase comedy in a way that brings us together.”

An icon you look up to:

“George Lopez and Conan O’Brien.”

Describe yourself in three words:

“Caring, Creative, Hopeful.”



icons

Mark Gaetano



“Being a social media creator has been a dream of mine forever.”



Photographed by Yaw Asiedu

Mark started his journey on TikTok by testing out the waters and making content of all kinds. He was able to find his niche — a small but tight one — poking fun at teachers, teacher’s pets, mean “Karens,” and secretaries. In February of 2020, Mark had a viral TikTok video imitating teachers on field trips, with the line, “ladies and gentlemen, the volume inside of this bus is astronomical, it is way too loud.” The sound became a trademark for him, and a remix of that sound and “Captain Hook” by Megan Thee Stallion has amassed over 500,000 video creations. Recently, another character has been added to the snarkymarky multiverse — Donna, the office lady.

“TikTok never fails to inspire me. There are hundreds of creators constantly pushing out fantastic content, and it’s amazing to see ideas and concepts bounced around and revamped in different formats. It is truly humbling to be nominated as an Icon. Being a social media creator has been a dream of mine forever, and I’m very grateful!”

An icon you look up to:

“Rosa (aka @adamrayokay). The Rosa series is one of my most absolute favourite series to watch. He’s so funny!”

Describe yourself in three words:

“Gemini (I’m not even into astrology at all, but the description of what a Gemini is totally fits me), Passionate, and Realist.”

icons

Christina Najjar



“I want to inspire anyone and everyone to follow their curiosity and never give up.”



Photographed by Yaw Asiedu

Christina Najjar, aka Tinx, is a Los Angeles-based Stanford grad and former brand strategist, who is now better known as “TikTok’s big sister.” In less than a year, Tinx has amassed over one million followers on her social media platforms, showcasing her quintessential product reviews, Rich Mom skits, and authentic vlogs, with her dear friend and fan favorite “Mini Mic” in hand at every step. Tinx has worked with a wide range of brands including Lancôme, Chipotle, SKIMS, BMW Mini Cooper and The RealReal. She has big plans for 2021 — but not as big as the extra dirty martini she notoriously mixes.

“The TikTok community has inspired me to live and love boldly. The community rewards authenticity and that has inspired me beyond measure. Being nominated as an Icon means the world to me. My entire raison d’être is to inspire women and girls of all ages, and to be recognized by this community is everything. I want to inspire anyone and everyone to follow their curiosity and never give up, no matter how old they are or where they are in life.”

An icon you look up to:

“Oprah.”

Describe yourself in three words:

“Fun, Protective, Inspiring.”



icons

the discover list

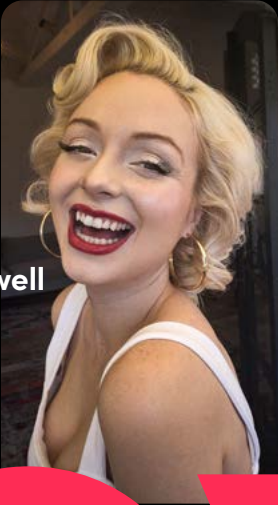
TikTok



@8illy



@devonrodriguezart



@jasminechiswell



@king.science



@maddiwinter



@onlinekyné

innovators



@parkerlocke



@piffmarti



@mikaylanogueira



@wisdm8

Creators who bring a new twist to what it means to be a content creator. They are pioneers in their fields and have a unique point of view in everything they do. They are constantly pushing boundaries — not afraid to experiment and try something new — and inspire millions with their creations.



the discover list



“I’m doing something different.”

@8illy

Billy Yue



Photographed by Yaw Asiedu

At the intersection of creative ingenuity, music curation and digital art is where you will typically find Billy Yue, also known as 8illy. Billy is a generational talent whose impact holds deep roots in music platforms and the For You page on TikTok: namely with his cardboard art short films, vibe-y music videos, and mood playlists. His Cantonese-Chinese background earned him a spot on TikTok’s 2021 API Trailblazers list.

innovators



“To be nominated as an Innovator means a lot, especially since a lot of my life and identity involves being creative. It tells me that I’m on the right path and that I’m doing something different, which is a huge goal for me when it comes to creating content. The TikTok community shows me there are a lot of people out there that share the same interests, ideas and passions as me. I’ve met a lot of friends and found encouragement through this community — it makes me really wanna go hard and create cooler stuff every day.”

Describe yourself as a song:

“Rick and Morty” by Soulja Boy

Describe yourself in three words:

“Tight as hell.”

Devon Rodriguez



“I’ve always wanted to make TikToks that were unique and original.”



Photographed by Yaw Asiedu

Devon Rodriguez is a New York City-based artist and TikTok content creator whose talents and creativity have amassed him a large following and community. Originally from the South Bronx, Devon’s early inspiration came from New York’s famed street art scene, which led him to begin practicing graffiti at age eleven. In the summer of 2020, Devon quickly built a following on TikTok by creating highly realistic drawings of New York commuters and capturing their reactions on the subway. The enormous success of his work across his social media channels has led him to collaborate with a number of major brands.

“I’ve always wanted to make TikToks that were unique and original, so being named an Innovator lets me know that listening to my gut was the right move. The TikTok community

is a place where I feel like myself because everyone is authentic and fun. As someone new to the art world, I haven’t felt comfortable at high-end galleries, so I never went to art shows, which probably hurt my networking opportunities. However, TikTok is all about being relatable and embracing your genuine self without having to put up an act, so it makes the networking and marketing aspect easy for me.”

Describe yourself as a song:

“Started from the Bottom” by Drake

Describe yourself in three words:

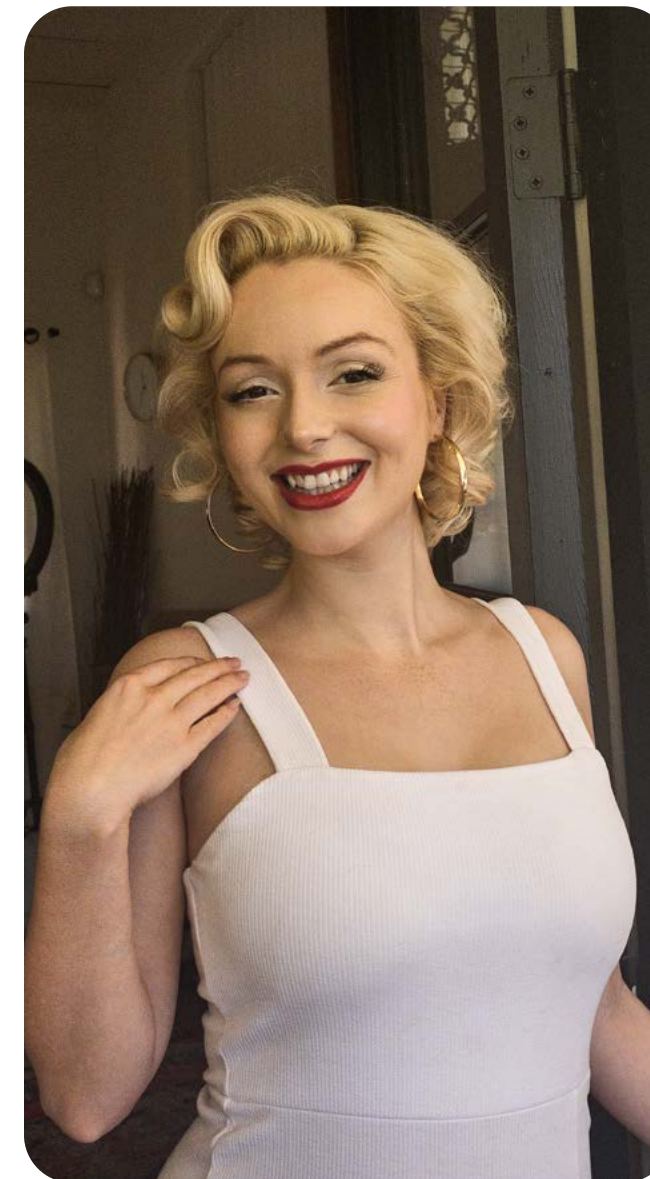
“Cool, Calm, Collected.”

innovators

Jasmine Chiswell



“It’s so amazing and inspiring to see so many creators create content they love and be themselves.”



Photographed by Yaw Asiedu

Jasmine Chiswell is a social media content creator and television personality who has amassed a large following on all platforms, especially TikTok. Originally from Scotland, she is now living in Los Angeles in one of Marilyn Monroe’s former homes. As a content creator, one of Jasmine’s main goals is to bring as much joy and happiness to as many people as she can through her unique vintage-themed viral dances and comedy. Jasmine recreates Marilyn Monroe’s looks by dressing in many different vintage outfits, describing her style as very unique and easy to spot out in the crowd.

“TikTok has changed my life in so many ways! I love making daily content as a way to bring joy to others. That’s why I’m so honored to be nominated as an Innovator. It’s so amazing and inspiring to see so many creators create content they love and be themselves.”

Describe yourself as a song:

“Blue Velvet” by Bobby Vinton

Describe yourself in three words:

“Kind, Determined, Light-hearted.”



innovators



“I bring something different to the community.”

Science Akbar



Photographed by Yaw Asiedu



Science, TikTok’s biggest animator with close to 10 million followers, has his character appear in starkly colored blue jeans, a Supreme-esque hoodie, and a yellow crown in every video on his channel whether he’s starring in a music video, a storytime-style animation, or a quick joke based on trendy audio.

“What does it mean to be an innovator? I think it’s awesome. I think it means I bring something different to the community and I hope other people will also try to do something different to inspire others while in the limelight. TikTok inspired me to make short form content and inspired me to actually try to create new things that wouldn’t normally get seen by the public eye.”

Describe yourself as a song:

“Leave Me Alone” by Michael Jackson and “Feel” by Kendrick Lamar

Describe yourself in three words:

“Happy to create.”

Maddi Winter



“The TikTok community has inspired me to push boundaries.”



Photographed by Yaw Asiedu

Combining animation and dance, Maddi Winter has amassed a huge following as she continues to break barriers in the TikTok world. She is an emerging TikTok superstar known for her unique style of content and her distinctive brand of animation—she animates her dances frame by frame via a process known as “rotoscoping.” Maddi’s videos mirror her light-hearted persona, while inspiring others to spread positivity.

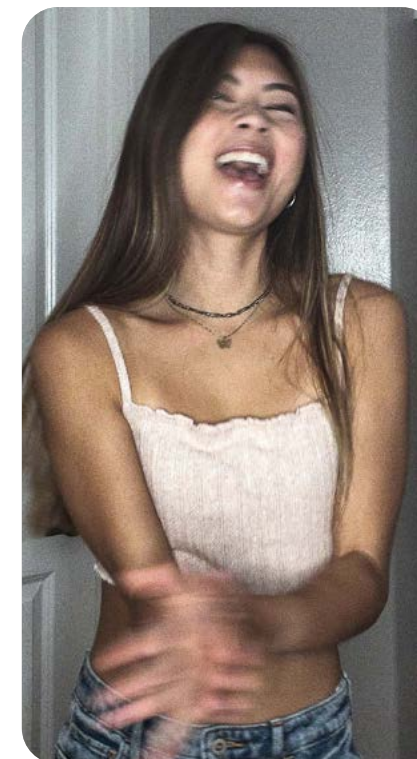
“I’m thrilled that TikTok allows me to keep inspiring people to be the best version of themselves and find what truly lights their fire. The TikTok community has inspired me to push boundaries in the animation space and not be afraid to take risks. Their love and support has given me the strength to share my passion with the world.”

Describe yourself as a song:

“Follow Your Fire” by Kodakline

Describe yourself in three words:

“Resilient, Passionate, Unique.”



Mikayla Nogueira



“It is incredibly important to follow your dreams.”



Photos provided by Mikayla Nogueira

Mikayla Nogueira is a New England-based makeup artist who began her career as a beauty content creator after going viral on TikTok for sharing game-changing makeup techniques and tutorials. Mikayla started practicing makeup at the age of 10 and knew it was her passion early on. Now, in her early twenties, she has successfully taken the beauty world by storm and prides herself on her authentic and honest reviews, tutorials, and lifestyle content, all with her Massachusetts flare.

“I believe it is incredibly important to follow your dreams regardless of how ‘out of sight’ they may seem. Holding onto my dream and working toward it every day is the reason my goal of being an award-winning beauty content creator came true. TikTok has inspired me to be myself, work harder than I ever have before, and to live my life to the absolute fullest. Having a large platform can be

intimidating, especially when you come from a small historical town and are not used to being in the spotlight. Yet, I have felt so loved and accepted by my TikTok supporters with each post I make. It shows me that there is absolutely good in this world, and it inspires me to be kind every day. Knowing I am accepted on TikTok allows me to remain genuine and authentic in my content.”

Describe yourself as a song:

“Dream On” by Aerosmith

Describe yourself in three words:

“Carefree, Modest, Determined.”

innovators

the discover list



“Who would have thought a drag queen teaching MATH would be so popular?”

@onlinekyne

Kyne Santos

Kyne is a Filipino-Canadian drag queen and math communicator who bridges STEM education with queer entertainment. Kyne developed his love for math in school, and while earning his Bachelor of Mathematics he birthed his drag persona: the disco-loving, flute-playing, karaoke-singing drag queen Kyne. With these two passions in hand, Kyne took to TikTok to combine math and drag in short form videos. Today, Kyne explores every math topic under the sun and more, all while dressed in high-glamour drag looks. Kyne makes learning fun, and kicks down every stereotype you ever had about math or the people who study it.

“Who would have thought a drag queen teaching MATH would be so popular? Math is my favorite subject and I want to sing about it from rooftops. When I started making these videos I thought only a super niche audience could appreciate them. I’m



Photographed by Yaw Asiedu

proud that I get to share my favorite subject with so many people, and hopefully break down many stereotypes about math and also gay people. I love that TikTok introduces me to new subcultures I never knew existed, and teaches me things I never knew I needed to learn. I’m inspired to be more open about my culture as a Filipino-Canadian, my interests as a math nerd, and my lifestyle as a drag queen—all while enriching people’s day with learning something new.”

Describe yourself as a song:
“Genie in a Bottle” by Christina Aguilera

Describe yourself in three words:
“Unbounded, Divergent, Hyperbolic.”

innovators

the discover list

“Creators in the TikTok community have helped me find my creative spark.”



@parkerlocke

Parker Locke



Photographed by Yaw Asiedu

Parker Locke is a 20-year-old self-taught 3D and visual effects (VFX) artist from San Antonio, Texas. While quarantining during the pandemic, he learned about 3D and VFX just for fun, but now TikTok has helped him turn those skills into a full-time career. He is best known for recreating scenes from popular movies and TV shows, bringing them to life in his own backyard. Outside of TikTok and his 3D and VFX work, Parker has a deep passion for design—he created his own watch company, Misano Watch Co., when he was just 18 years old.

“This recognition means so much to me. TikTok has changed my life, and I cannot thank the whole community enough for all they have done for me! The creative creators in the TikTok community have helped me find my creative spark and inspired me to showcase it in my own way.”

Describe yourself as a song:

“Nonstop” by Drake

Describe yourself in three words:

“Creative, Passionate, Dedicated.”



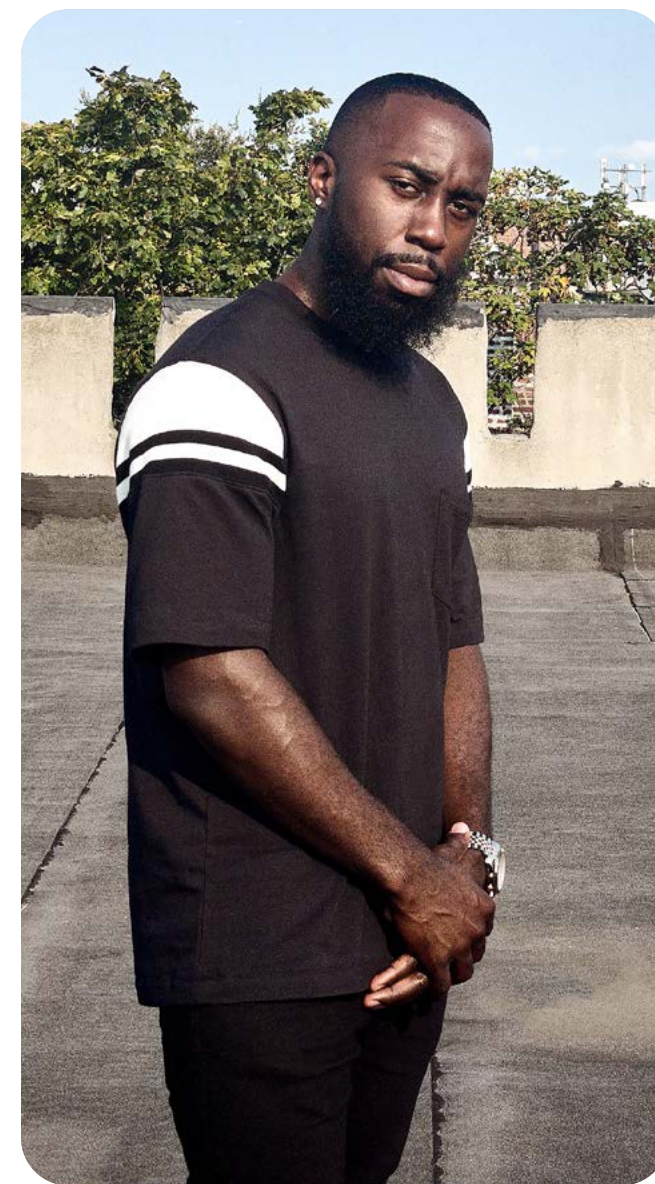
innovators



“I prefer doing things my way rather than conforming to the standards of the industry and society.”

@piffmarti

Piff Marti



Photographed by Yaw Asiedu

Shaquille Edwards, aka Piff Marti, is a New York-based rapper known for his smooth flows, vibe-y production and impressive lyrics. He got his first taste of acclaim after his series of self-produced music videos went viral on TikTok in April of 2021. Piff's driving force is his deep desire to make music that speaks to the thoughts and feelings of those who listen to it, and it is that same authenticity and relatability in his music that has allowed him to build a cult-like following.



“This recognition is a reminder that my decision to be an unapologetically free thinker was a great decision. In life, I prefer doing things my way rather than conforming to the standards of the industry and society. The TikTok community inspired me by simply showing me that there are thousands of yourself creatively. I wouldn't have been as comfortable being my full self on camera had I not watched so many people put themselves out there. It showed me that the community doesn't care about how cool or attractive you are. They just care about dope content.”

Describe yourself as a song:

“Do Not Disturb” by Drake

Describe yourself in three words:

“Free, Present, Fun.”

innovators

Wisdom Kaye



“The Tiktok community inspires me every day.”



Photos provided by IMG Models

Dubbed as the “best dressed guy on TikTok” by Vogue Magazine, Wisdom Kaye is a 19-year-old digitally native creative who is changing the men’s fashion conversation as we know it. Born in Houston, Texas, Wisdom has come to notoriety through his fresh and unique take on men’s fashion by challenging hyper-masculinity with a comedic bend, and is poised to rewrite the rulebook on what it means to be a fashion star in 2021. He has become a fast favorite of some

of fashion’s biggest players such as Dior, Zegna, Fendi, Ralph Lauren, and Hugo Boss, among commercial powerhouses such as Netflix, Motorola, and Revlon — he is also the first TikTok native talent to walk in the famed AMFAR Gala Show in Cannes.

“Being nominated as an innovator means a lot to me honestly. I’ve put so much effort into my content over the past year so to be recognized like this means so much to me! The Tiktok community inspires me every day by giving me amazing ideas to feed off of.”

Describe yourself as a song:

“Fancy Clown” by MF DOOM

Describe yourself in three words:

“Tired, Happy, Aspiring.”



innovators

the discover list

TikTok



@antonibumba



@jalaiahharmon



@keke.janajah



@makayladid



@supvano



@tracy.oj

originators



@heytonytv



@katieflorence



@natures_food



@rony_boyy

The creators we love who create the trends we live for. They've started viral dances, sounds, aesthetics and more. They could be considered the heart of TikTok — they have a pulse on what makes the community tick — and they continue to make content that is iconically #ForYou.

Antoni Bumba



“Being authentically myself is enough to make all of my dreams come true.”



Photos provided by Antoni Bumba

Antoni Bumba is a non-binary content creator dominating multiple niches by their notorious pop culture parodies, astrology hot-takes and daily unfiltered vlog-style videos. Antoni’s true talent is shown by using transparency and humor to create viral content, making themselves a staple in various demographics. They are also known as the originator of The BBL Effect trend.

“Once I moved to New York City, I needed something to regain my confidence and my roommates and I had an inside joke about a personality we saw in all the women we were inspired by who dominated pop culture. It was best displayed when eating a meal, which inspired my first video. Once I saw the way it resonated with

everyone, like a butterfly effect, I decided to make ‘The BBL Effect’ a series. To me, being an Originator on The Discover List means that I’ve created something that genuinely impacted the culture in a way that people resonate with. The TikTok community has inspired me by simply showing me I can not only connect with people all over the world, but also that being authentically myself is enough to make all of my dreams come true.”

Trend originated:
‘The BBL Effect.’

Describe yourself in three words:
“Creative, Authentic,

originators



“People across the world are shaking cups, keys, and saying MHHM!”

Antonio Neville



Photographed by Yaw Asiedu

Antonio is a self-described goofy kid from Rocky Mount, North Carolina who has always dreamt of entertaining the world through laughter. After joining TikTok, he had no idea that dream would come true. From the Quarter Brick High series to the quirky retail customer video, Antonio has been bringing laughter and joy across the world with his creative and witty comedy.



“It means the world to be an Originator on The Discover List. It lets me know that my hard work over the past year on TikTok is paying off. The community has inspired me to stay true to myself and always stay in control of my content. I created a trend that I had no idea would become a trend. People across the world are shaking cups, keys, and saying MHHM! The opportunity to just be yourself and have the world following in your footsteps is beautiful to see and hear.”

Trend originated:

‘Quarter Brick High’ series.

Describe yourself in three words:

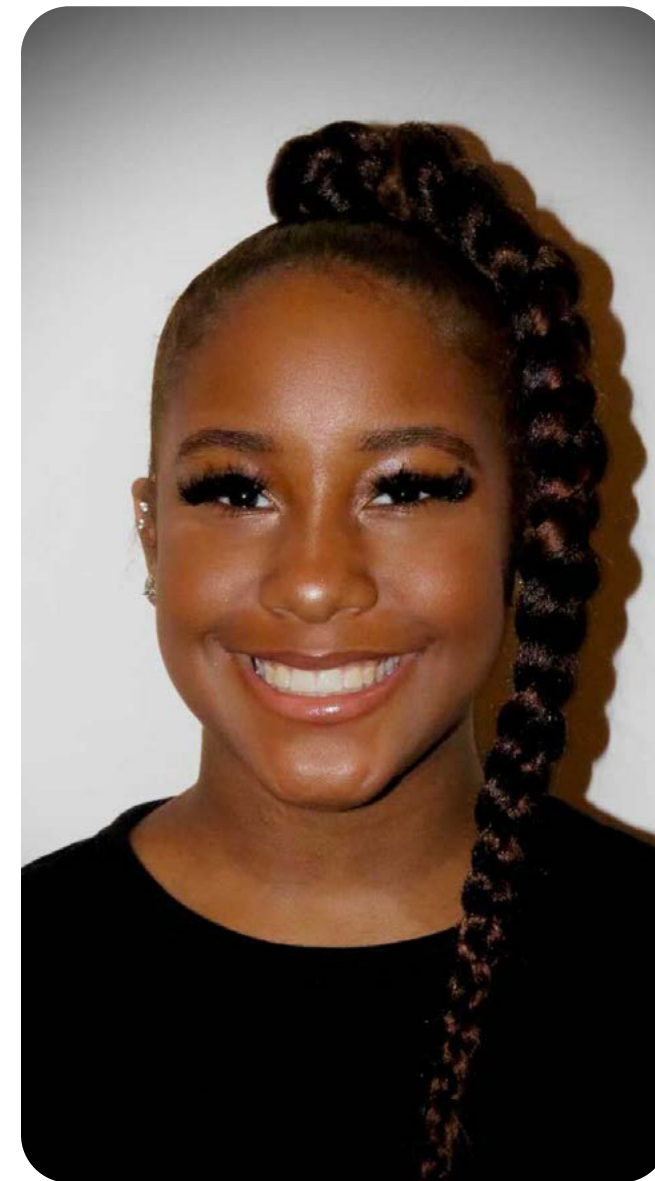
“Goofy, Driven, Lovable.”

originators

“People will show
you love for
being yourself.”



Jalaiah Harmon



Photos provided by Jalaiah Harmon

Jalaiah Harmon is a 16-year-old Georgia native, most known for being the original creator of the Renegade dance that went viral in 2019. After building a huge following on TikTok, Jalaiah has worked with countless artists and brands on various projects and campaigns, including Netflix, Samsung, Prada, and Warner Brothers to name a few. Dance is her true passion.

“When I created the Renegade dance, I really didn’t put much thought into it. I heard K-Camp’s song Lottery and loved it! So I started putting together the latest dances everyone was doing at the time in a way I thought would be challenging, because challenges were starting to make waves. I really didn’t think it would take off the way it did,

because I was just doing what I loved when I had down time after school, but I’m so glad I did! TikTok is such a major platform, so being chosen for something so exclusive makes me feel amazingly special. The TikTok community inspires me to create content however I want, to show up as my true self, and always have fun. That’s what makes the platform so cool — people will show you love for being yourself.”

Trend originated:

Renegade dance.

Describe yourself in three words:

“Talented, Humble, Unique.”

originators

@katieflorence

Katherine Florence



“It’s been amazing to see people bounce off of my ideas and create their own style.”



Photographed by Yaw Asiedu

originators



Katie Florence is a 25-year-old content creator who began creating TikTok videos during quarantine as a way to share relatable content and comedic skits with others. On TikTok, she enjoys making people laugh, and her main goal is to create a safe space for honesty through relatability.

“I’m honored and grateful for this recognition. The opportunity to create a following on TikTok has inspired me to be open and honest. TikTok allowed me to challenge myself and constantly come up with new ideas. It’s been amazing to see people bounce off of my ideas and create their own style on TikTok.”

Trend originated:
The Kouncil.

Describe yourself in three words:
**“Vulnerable,
Compassionate, Funny.”**



“I’m a huge believer
in going for
what you want.”

Keara Wilson

Keara Wilson is a 20-year-old dancer and choreographer who creates and shares dance videos on TikTok for fun. She loves her family, friends, and supporters, and plans on getting certified to become a group fitness instructor to further her career.



Photographed by Austin Cieszko

“It’s great to know I’ve been selected for this opportunity. I first started creating content on TikTok for fun. I always shared dances on TikTok and then I decided to make a dance of my own on a whim. I had just heard Megan Thee Stallion’s album and loved “Savage”. I’m a huge believer in going for what you want, especially after the trend I created was so successful!”

Trend originated:

Savage dance.

Describe yourself in three words:

“Passionate, Faithful, Strong.”

originators

the discover list



“The opportunity to inspire other creators has enabled me to be authentic and expand my creativity.”

@makayladid

Makayla Did

Makayla is a content creator from Los Angeles, California known as makayladid online. She is passionate about music, acting, entertainment, family, motivating others, and following her dreams, and likes to spread positivity and confidence to others by being an authentic example of a young person turning their dreams into plans. She is highly recognized from her singing, dancing, and comedic posts as well as her fashion and makeup tutorials—but when Makayla coined the now iconic sound “Girl Don’t Do It....I Did It!” on TikTok, she gained a huge following. She was recently the host for TikTok’s Black Voices Live series, and was selected to be one of the first five influencers for Rihanna’s Fenty Beauty House for TikTok. In August 2019, Makayla self-released her first EP “Four Me” as well as the official music video for her debut single “Millionaire” in October 2019.



Photographed by Matt Sayles

“It means so much to be acknowledged for my work and creativity. The opportunity to inspire other creators has enabled me to be authentic and expand my creativity. I created the sound “Girl, Don’t Do It” as a joke about having a sugar daddy, but I decided to take it down because I wasn’t sure about the suggested message. However, people began to use the sound, and I realized it was my voice, so I reposted it and was shocked by the response and its popularity.”

Trend originated:

“Girl Don’t Do It....I Did It!” sound.

Describe yourself in three words:

“Authentic, Funny, Determined.”

originators

the discover list



“Nature’s Cereal originated from just simply thinking about what I wanted to eat the next morning.”

@natures_food

Wayne Mears



Photographed by Yaw Asiedu

Sherwayne Mears, better known as Wayne, is a content creator known for originating the trend Nature’s Cereal. He was born and raised in Clarendon, Jamaica where he developed a passion for leaves, fruits, and nature. At the age of 19, he moved to the United States to attend university. Wayne currently holds an MBA from Nova Southeastern University, a BA in Communications from Florida Atlantic University, and an AA in Actuarial Science from Broward College. Currently, Wayne is the Chief Financial Officer for P&M Healthcare, where he oversees and manages the finance department.

“The idea behind Nature’s Cereal originated from just simply thinking about what I wanted to eat the next morning while I was lying in bed. I feel honored to be nominated as an Originator on The Discover List for TikTok. The TikTok community has allowed me to engage with others on the platform, given me the opportunity to learn, and also innovate, which has inspired me immensely.”

Trend originated:

Nature’s Cereal.

Describe yourself in three words:

“Humble, Balanced, Motivated.”



originators

the discover list



“Now I am able to inspire other people.”

@rony_boyy

Rony Michel



Photographed by Yaw Asiedu

Rony is a Chicago-born Jamaican and Haitian content creator who aims to spread love and positivity while impacting communities through his art of dance. Music is his life and dance is his freedom — and he’s always felt that way after being bullied in middle school where music and dance were his only escape. Now he’s able to share his passions with the world, and his dream is to one day open a dance studio space to build a creative family of talented people surrounded by love and positivity. As the Originator of the Mob Dance, he was a nominee for the 2021 MTV Video Music Awards for Best Artist and Creator Collab alongside Natasha Bedingfield.

“I’m incredibly proud of the dance trend I created that went viral on TikTok. The support I received afterward pushed me even harder. It changed my life for the better and gave me the chance to collab with Natasha Bedingfield. It means so much to be discovered for my original content, while also finding new ways to connect with people and inspire audiences. I love connecting with the TikTok community and finding dope ways to interact with my audience. The TikTok community has inspired me in many ways, and now I am able to inspire other people.”

Trend originated:

Mob dance.

Describe yourself in three words:

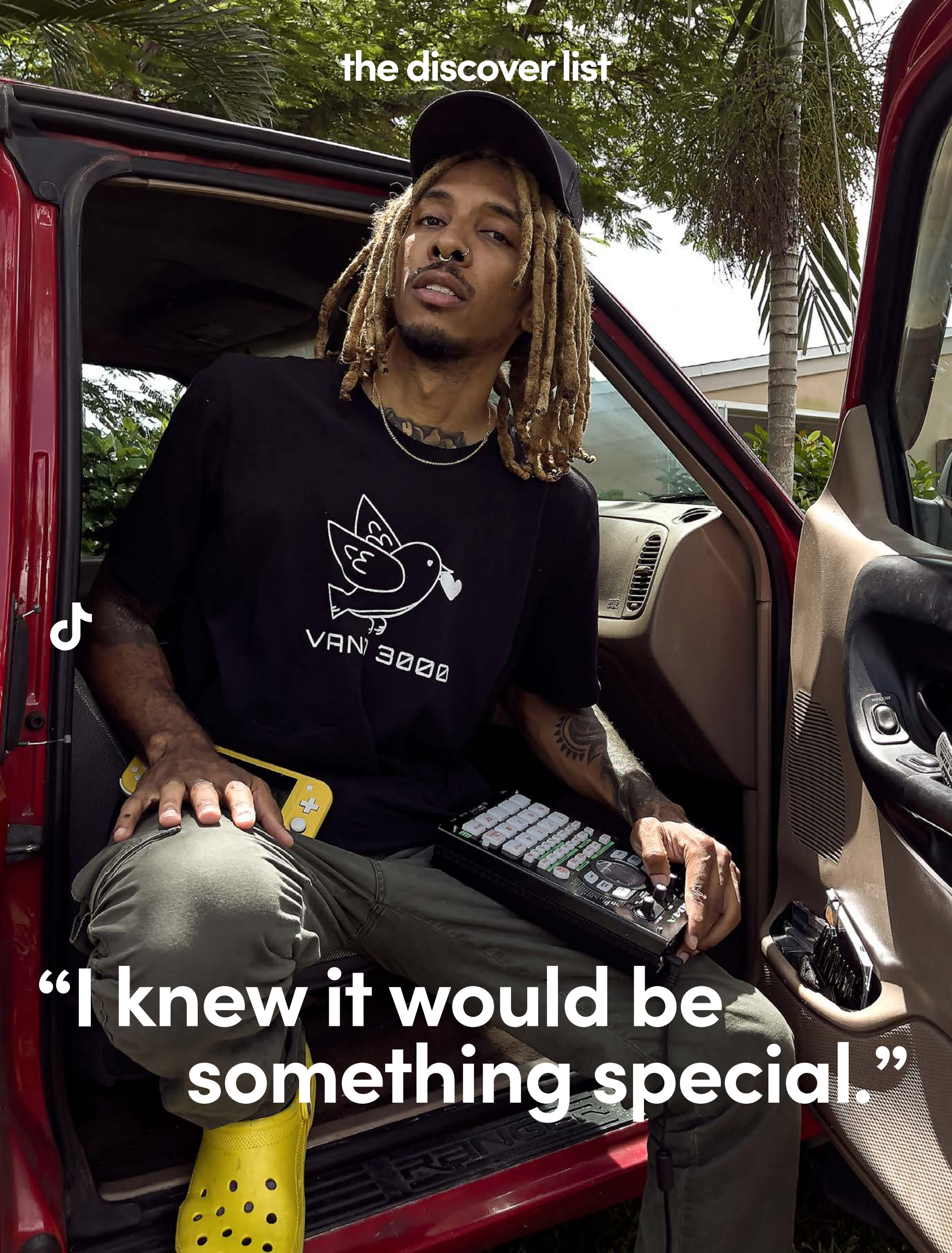
“Committed, Genuine, Giving.”

originators

the discover list

@supvano

VANO 3000



“I knew it would be something special.”



Photographed by Yaw Asiedu

VANO 3000 is a TikTok creator who is behind the [adult swim] trend and also crafted the beat that made it go viral. Today on TikTok, he creates both beats and humorous videos and also shares lifestyle content.

“I’m always producing beats and sharing them with the world, but when I made the “Running Away” beat I knew it would be something special.

I shared it with a video of me eating a sandwich then later that day had an idea to create an [adult swim] bump with the same audio. It caught on fast and spread like a wildfire, I really didn’t know that it would have the impact that it did. It feels good to be recognized for something that I’ve worked hard at my entire life. The TikTok community has inspired me to become more open with people and gave me an outlet of expression that inspires me to create and interact on a daily basis.”

Trend originated:
[adult swim] trend.

Describe yourself in three words:

“Hardworking,
Imaginative,
Consistent.”



originators

Tracy Joseph



“I fell in love with dancing and creativity, spending most of my time watching dance creators on social media.”



Photographed by Yaw Asiedu

originators

Tracy enjoys creating fun, simple dances, and sharing them on TikTok. She is inspired by popular Afro-beat dance moves and her favorite word is “confidence” which can be seen in her content. She has originated several dance trends that have taken the platform by storm — the most recent being her original choreography to “Woman” by Doja Cat.

“Around my senior year, I fell in love with dancing and creativity, spending most of my time watching dance creators on social media, and learning and practicing moves, which later inspired my creativity on TikTok. Being nominated as an Originator means a lot to me. I’m so grateful to have been recognized as a dance content creator on the platform I love. The TikTok community inspires me to always look for the positive side of things and to keep moving forward.”

Trend originated:

Several dance trends, most recently the “Woman” dance.

Describe yourself in three words:

“Confident, Independent, Hardworking.”



the discover list



changemakers
 @alexisnikole
 @beauty2thestreetz
 @joelbervell
 @juixxe
 @notoriouscree
 @remibader
 @scarlet_may.1
 @taylorcassidyj
 @team2moms
 @valentinebrothers

foodies
 @chefjonkung
 @gabby.jaye
 @moribyan
 @newt
 @saltycocina
 @sulheejessica
 @thegoldenbalance
 @thekoreanvegan
 @thesweetimpact
 @violet.cooks

icons
 @bellapoarch
 @bomanizer
 @brittany_broski
 @challxn
 @chris @ianpaget_
 @flossybaby
 @iamtabithabrown
 @leogonzall
 @snarkymarky
 @tinx

innovators
 @8illy
 @devonrodriguezart
 @jasminechiswell
 @king.science
 @maddiwinter
 @mikaylanogueira
 @onlinekyne
 @parkerlocke
 @piffmarti
 @wisdm8

originators
 @antonibumba
 @heytonytv
 @jalaiahharmon
 @katieflorence
 @keke.janajah
 @makayladid
 @natures_food
 @rony_boyy
 @supvano
 @tracy.oj





Photographed by Lindsay Adler

photographer @yawasiedu

Yaw Asiedu { Yao Ah-see-a-do} is a Ghanaian photographer currently based in New York City. His work has appeared in numerous publications including British Vogue, L'Officiel, 7Hues, and many more. A graduate of Virginia Commonwealth University with a B.S. in Biology, Yaw was introduced to the fashion industry as a model. His love for the creative process led him to get behind the lens. Known for a clean, soulful, crisp and aesthetically pleasing tones, his imagery seems to show the connection he has with the talent he photographs. Yaw's knowledge, understanding, and background as a model gives him an edge as a photographer.