

the discover list

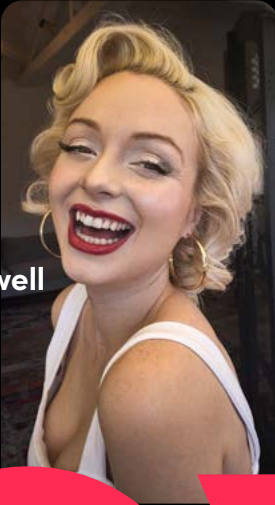
TikTok



@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.

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“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.”

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@devonrodriguezart

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.”

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

@jasminechiswell

Jasmine Chiswell



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.”



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“I bring something
different to
the community.”

@king.science

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.”

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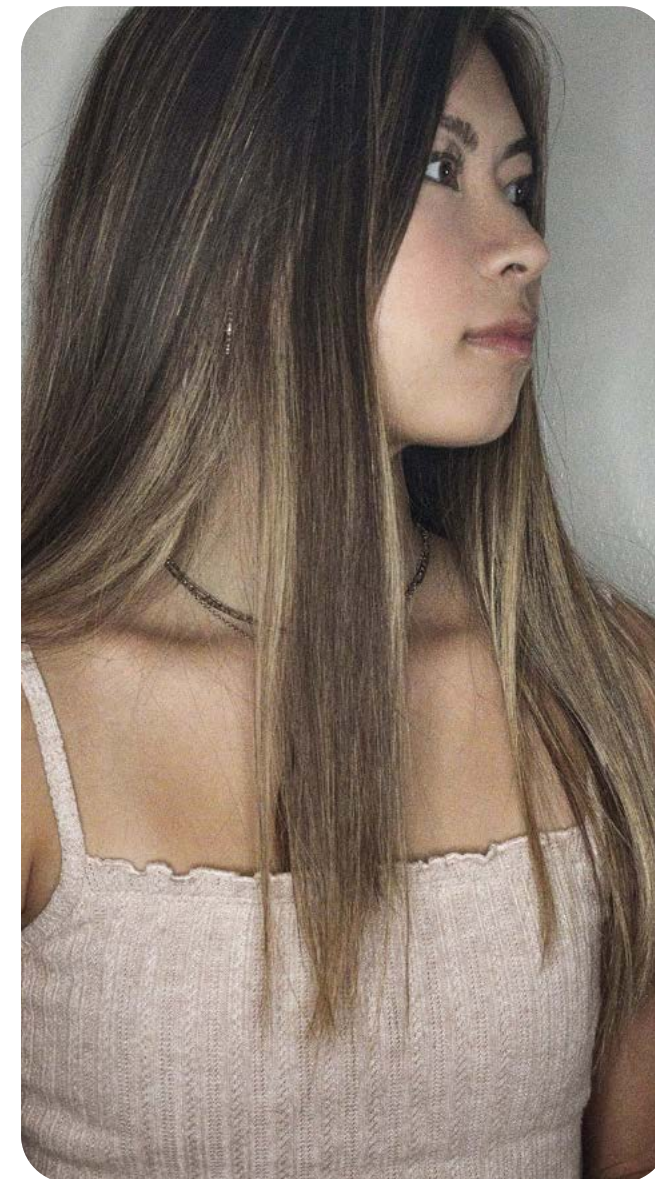
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**“The TikTok community
has inspired me to
push boundaries.”**

@maddiwinter

Maddi Winter



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.

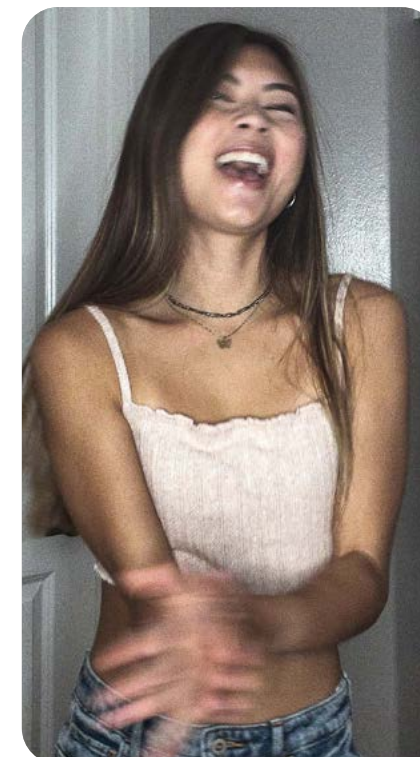
“I’m thrilled that TikTok allows me to keep inspiring people to be the best version of themselves and find what truly lights their fire. The TikTok community has inspired me to push boundaries in the animation space and not be afraid to take risks. Their love and support has given me the strength to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

Describe yourself as a song:

“Follow Your Fire” by Kodakline

Describe yourself in three words:

“Resilient, Passionate, Unique.”



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“It is incredibly important to follow your dreams.”

@mikaylanogueira

Mikayla Nogueira



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.”

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“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.”

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“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.”



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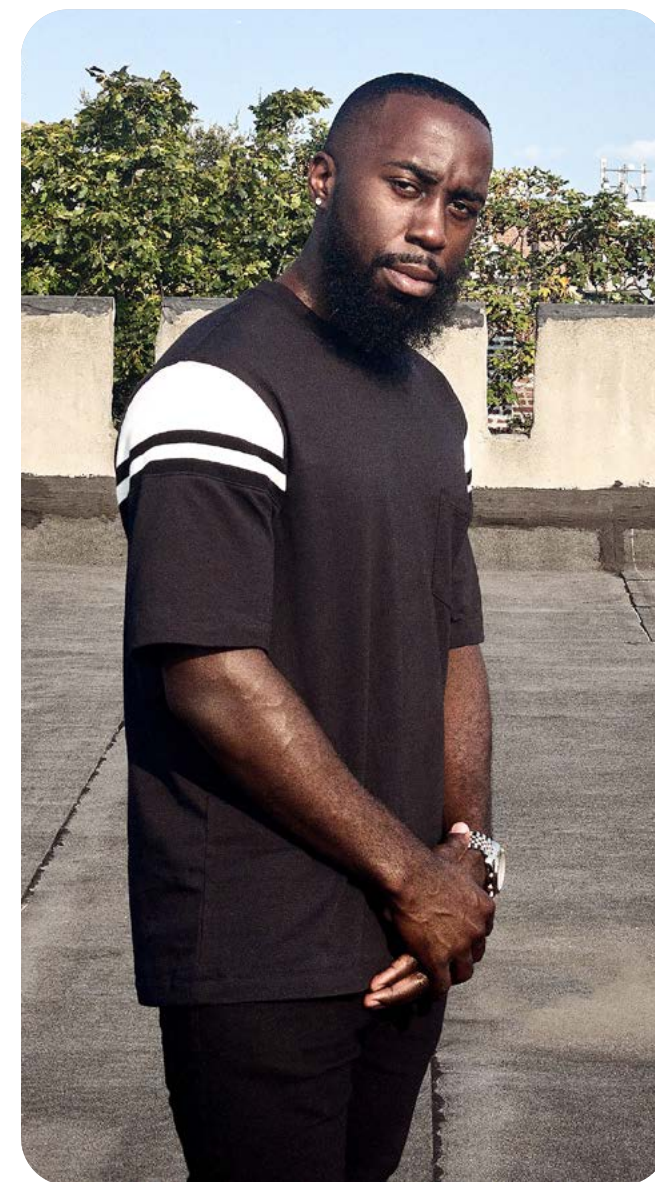
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“I prefer doing things my way rather than conforming to the standards of the industry and society.”

@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.”

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“The Tiktok community inspires me every day.”

@wisdm8

Wisdom Kaye



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.”



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