



Jake 02:18

thank you people pleaser for joining me on the podcast today. I've been looking forward to this conversation. Your success over the last year plus has been pretty cool to watch. You're a multidisciplinary artist who really got a lot of notoriety over the last year or so for doing digital art and NF T's and everything crypto related with well known projects like uniswap, and a number of others. So looking forward to digging into your story and a lot of these projects and just the the whirlwind that this last year plus must have been. But for those who don't know you, I think the best place to start would be if you could just share your story. Long version always appreciated and starting as early as you're willing to. That'd be great.

pplpleasr 03:05

Yeah, sure. Thanks for having me on. And so for those will sing, don't know, i Fly Man, you did a pretty good job introducing me. So I guess like, maybe we can start for from when I first sort of like discovered crypto, which was in college. And I had first heard about like, you know, Bitcoin and also Dogecoin back then being I was intrigued, but you know, being that I didn't have money and my main priorities, were just finding a job. I didn't like think too much into it until 2017 When I basically had, you know, started working a little bit. And then I had saved up a little bit of money. And then I was looking into ways that I could basically invest this money. And then so that's how I dove further into crypto. Because I guess it was a in a way, you know, less Boomer feeling than traditional finance, and more internet native. So it was honestly ironically easier for me to understand then things to do with traditional finance and investing there. And so that's how I started diving into it. I went started looking at you know, crypto gratis, crypto subreddits. And then through there, I bought some 2017, Ico coins, rode the bull run all the way to the top and then tried to convince my parents that that's the future. And then obviously the bear market hit and then so my parents were like, see that's not a real thing. And then I had to you know, sort of just forget about it and go back to doing my regular job. Um, but I did. I just did hold my like crypto items sell. And then so I wrote all the way through the bear market. And then basically what happened was last year and 2020. And by the way through this entire time ever since college I've been working mainly as a visual effects artists just

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doing 3d computer graphics for like movies, game cinematics, and all that kind of stuff. And then so when the pandemic happened, I was supposed to go get a job at Apple as a digital artist, but then they rescinded my offer, due to sort of like Visa reasons that were related to the pandemic. And then being in a situation where I was unemployed. And living in New York, which was expensive, I was sort of forced to look into other means of making money again. And also during this time, I, for the first time since college, started creating just artwork that weren't just my own creative expressions, because obviously, up until this date, I had been working for, you know, studios and game vendors and just executing on other people's creative vision. And then so sort of like with the, all of the technical skills that I had gathered, throughout my years of working in the industry, I applied them. And just to pass time, while I was applying for jobs, make my own artwork, digital artwork. So yeah, it really was just sort of a way to make me feel like the days could go by a little bit faster, or that I was doing something productive with my time. But really, my main goal there was to actually find a real job. And then yeah, so then I discovered defi, that summer, because device, also known as defi. Summer, that was the summer when decentralized finance is really starting to pick up. And you know, every time something like this happens, it, you know, creates this sort of mini wave and crypto again, and then people either they start to hear about it again. So that's kind of how I heard about it. I went looking on crypto Twitter, and I noticed that, you know, while there was a lot of sort of, like meme marketing going on, but there was seriously lack of creative talent within the space. And then being that I was unemployed, I just was joking to my friends saying that, Oh, somebody in this industry should hire me to just make better visual material for this face. And then at the time, the so during defi summer, you know, anybody who lived through it and knew that blue curvy was like the biggest, like, you know, sort of like influencer at the time, he was doing marketing for Wi Fi. And then so he had made a tweet saying that he was looking for somebody who was really good with video editing, and then my friend sort of just like DM Tim, my art Instagram that I had been putting my little sort of digital art on and then flew Kirby saw and he thought was really cool. And then so he reached out to me, and then we, that's when I made my, like, sort of like, first ever commissioned defi animation was for your in finance. And then hilariously, that



animation actually never ended up being released. Because the, like, the product that we were making it for, had sort of like, you know, a delay or falling through. But it does exist. And then, um, yeah, and then one by one, you know, like, I also still at this time was still viewing this is like, almost like a part time gig because I was like, Okay, well, it's cool that I can I was getting paid in crypto, you know, so I was like, that's cool that I can, you know, get paid a little bit in crypto here and there for doing these commissions. But you know, I was still trying to look for a real job, right. But literally, you know, I was like, unemployed for more than a year, like I was job hunting for more than a year. And at some point, I was thinking, I actually was wondering if I was ever going to get a job again, because it's just getting rejected left and right. Like that year was really tough. It was so hard to get employment during the pandemic, especially as a non citizen, I would say and then, so I just continue to do my D fi Commission's on the side and then soon enough, through word of mouth, I guess, like all of the protocols started hitting me up because every time I would release an animation like it was just so different and new from anything that anybody was seeing in the space and then so very quickly, all these protocols were like flooding into ideas and asking if they can have like an animation made for their brand and then I started to make this like Trello board where to sort of keep organized of all my inbound now I would have like, really all started with one folder on my computer called Wi Fi and then that folder now has like 20 Something's sub folders of all the other defi protocols. And then yeah, I had to line them up on this sort of board to keep myself organized. And then I was just sort of like doing them one by one. And then yeah, I guess like 20 Something animations later, you know, I had built up, I think, by this point, a lot of people on defi already knew of me just through my animations. Um, and then also, in March of this year, I released the animation that I made for the Ubisoft v3 announcement. And also, you know, anybody who was sort of around during, like, define death time knew that UNISAW v3 announcement was like, a really, really big deal. And so I would say, you know, sort of telling my story up to the state, there's have been, you know, several points in my accidental crypto career that I have identified as something that could be a big opportunity. And definitely, I saw the Ubisoft v3 announcement as one of them. And so whenever one of these things come my way, I sort of do



everything in my power to make sure that I'm using my skill set to the max to sort of optimize the opportunity that's given to me. And Well, lo and behold, this is also one and ft start blowing up. And, you know, starting from device summer, I had minted and sold a few NF T's here and there. And but you know, I never really sort of made it my main thing, because it, you know, it was a time where I knew that you had to have some kind of notoriety to even sell NF T's Right? Like, at the time, super rare, you know, like platforms that were gated, like super rare. And like, if the gateway and stuff were pretty strict on who they were letting in, and it was mostly based on like, you know, if you're already a famous digital artists on Instagram or something, then and I just, I didn't have any of that. So obviously, I didn't really have a chance. And then so really, my, my goal here was just to like, I was like, Oh, well, if my reputations are permeated over to the NFC space, then maybe I could just sell NF T's here and there as a job instead. Because, you know, basically, at some point, when I got so busy with my sci fi Commission's I thought, Okay, well, maybe there's a chance that this could just become my actual job, and I don't actually need to find a real job anymore. And then, so I pitched the idea of selling also the animation as an NF T to uniswap. The team and then, you know, and donating proceeds to charity, and they were super on board with the idea. And so I think I executed it on a very timely manner. Um, you know, it was sort of during the peak of that periods like NFT, boom, I would say and then, yeah, the piece one ended up selling for 310 Eat, and please are doubtless formed. And then so yeah, since then, you know, I've been just continuously participating in sort of the crypto ecosystem, like, I don't see myself as just like a linear, and ft artist. Um, you know, I have similar skill sets to other artists, but I would say hopefully, like, my role is more of like, evangelizing crypto, and just kind of participating in the whole industry and hopefully rewarding people that are, you know, like, active and participating in crypto as well. And not just on the NFT side, um, they're all kind of blurring together now, which is good. Yeah. And then so, you know, this summer, I've done a bunch of other things like, in June, I partnered with ens. To celebrate their like fourth anniversary, we AirDrop like 100 free people who are NF T's to people and that was really fun. And then I did an FTM July to help crowd fund the Etherion documentary, and then in August, which is probably what a lot more people now know me for



was that cover I did for Fortune Magazine, which, you know, heavily featured a bunch of crypto Twitter influencers. The cover went like really, really viral. And then yeah, and then, you know, like on on the sides, obviously, I've been like, doing other NFT stuff as well. But yeah, I'm sort of like my main goal and navigation in the space is to simultaneously like spread crypto awareness and positively to people and also, at the same time, use my platform and voice to also propel values that I believe in just like charitable giving, volunteering, and I don't know like sharing and creating wealth Things like that. So yeah,

Jake 15:02

that's awesome. I appreciate the long version, it's an amazing story. To appreciate you sharing it, I guess, when you were, you know, he thought you were going to go work at Apple. And then because it COVID, the offer gets rescinded. And you sort of you described as like an accidental career and crypto, you really just sort of fell into it following your passions posting on Instagram, that leads to doing some commissions. Next thing, you know, here you are, and pretty busy year, I would say for, quote, unquote, unemployment. But what when did you realize that you actually didn't really need to, like find a traditional job that what you were doing, you know, you have this folder that's blowing up with opportunities, like you mentioned, you started having to organize things? Did it you know, was it sudden or sort of gradual that you realized, like, Hey, I actually don't really need a job, I can make a living, selling NF Ts and doing what I'm doing now. And then as a follow up to that, like, your first big, big project, as far as I understand, it was the uniswap sale where it sounds like, you know, they had you for a commission, but you were the one who suggested selling it as an NF. T and donate to charity. At that point in your, you know, in your story, you're not like super made yet on like, all the you know, Fortune cover all these other things that have happened since was that like, an obvious decision for you at the time to donate your proceeds for this first big NFT to charity, or maybe you didn't know that it would sort of blow up the way that it did.

pplpleasr 16:36



Um, I definitely didn't know that was gonna blow up the way that it did. I think sort of growing up, my parents have, you know, sort of, like, always participated in things like charity, or, you know, like, volunteering, it's kind of values that were sort of set within a family. And then so yeah, I think it naturally was just something that I always had, you know, an interest in, at least, like, when I have, you know, sort of like access abilities myself, being that I wasn't, you know, like making a lot of money ever, in my career. Maybe until, you know, sort of like NFPC, he was saying, um, you know, every year maybe I would donate like, or I would, you know, go on like, websites like, damn well, and then research charities, and then end up being like, Okay, well, I can only donate like, 100 \$200. And it just didn't seem like super substantial to me at the time, right? And then, so, when NF T's became a thing, you know, I sort of saw it as, oh, wow, this is that an opportunity for me to be able to donate something actually substantial? And when and I mean, in all honesty, another part of it was also that, you know, I felt like it was easier, as well, to get uniswap to agree to something like this, because, you know, like, let's say, if I didn't say to sell it for charity, how are we even supposed to like, I don't know, I feel like, obviously now knowing how chill everyone is. And like, web three is all about decentralization. And it's all very cool. But you know, I was coming from a very sort of like web two world, as well as working in you know, like visual effects and like Hollywood Studios, where IP is something that is so frequently fought over. And you know, like, with this animation that they were commissioning me to do, it was like, not clear who actually owns IP, right. So like, let's say we sold isn't enough to like, who gets to keep what percentage and proceeds doesn't even make sense? And then so also, just to make it easier, I was like, why don't we just donate all of it to charity? And, you know, obviously, you saw we're doing quality time. And so they're just like, Yeah, we don't need the money. That sounds like a great idea.

Jake 18:53

And how do you how do you look back on this period where like, you mentioned, you're applying for jobs and getting rejected and like, you're clearly like, super skilled and had a great start to your career. And, you know, working at Blizzard and obviously got accepted to Apple in the first place. But these companies that you're applying



to, you know, it's not connecting for whatever reason, but on the side, you're building what ends up in a matter of like, a year or two being this incredibly successful brand of your own. Do you look back at like, you know, obviously, those rejections? I imagine many of them, like, you're pretty glad that they didn't work out. How do you reflect on that experience of just like trying and getting rejected and then going off on the side and like, just following your passions, it sounds like that ends up being the thing that that really ends up working out in the first place.

pplpleasr 19:40

I obviously feel so incredibly blessed that this ended up you know, working out for me because, um, you know, I think just like anybody else, right, like, in a previous world, as in when I say previous, I mean, like web two, you know, we're taught so heavily to think that Um, all of our value and worth is usually like tied to employment or big, you know, studios and big brands. And so, you know, I remember when I was trying to, like, post things on my personal Instagram, um, you know, and just seeing accounts that had, you know, tenfold more more followers than mine did. I was just thinking, well, if I can't even get an actual job, I don't even know how long it's gonna take me to, you know, sort of accelerate my social following, I would say, and just to make this part of the story a little bit more relatable to people, um, who might be listening it, it definitely was hard. I think that, especially that summer, and during the pandemic, um, you know, it's a little bit almost a blessing in disguise that there was a pandemic, because my unemployment actually started before the pandemic a little bit before, you know, the pandemic went into full swing, and so people were still going into work and, you know, having worked for so many years, myself, and then suddenly having to stay at home all the time, while all your friends are still going to work. So very lonely and feeling of just feeling very low and unaccomplished, really. And it was not something that I was used to. And so, yeah, I mean, I wasn't, you know, trying to sort of find purpose or anything, it was really just to actually keep myself from going insane. Um, I had to find something for myself to do that wasn't just playing video games or surfing the internet. And I thought, well, you know, I might as well just sort of brush up on my generalist skill sets. So yeah, it was definitely a huge stark contrast, because what I did perceive, as



you know, sort of a career that had started off, well, I want to go sideways like that, it really was very difficult for me to sort of wrap my head around, I often call my parents during this time, and ask them, if it's because I wasn't talented enough, or, you know, if I'm not working hard enough, I just don't know what I'm doing wrong. And then I think sort of the moment of transition when it happened was, I remember, this was after defi. Summer, so it was around probably around like November of 2020, you would say, and I had done quite a few, you know, defi conditions already at this point, you know, enough to sort of call it a salary, let's say. And then I remember, I was still interviewing for jobs. And then I was actually interviewing with a company that I had previously already worked for, I worked for their headquarters in London, and I was interviewing for their New York branch. And then they actually that year and 2020, I interviewed with them twice, and both times, they rejected me, and I was just thinking, man, I've already worked for, like, how can you reject me when I've already worked? Really, you guys already know that I can work here. I mean, it is a, I have to say, you know, visual effects is such a competitive industry. And, you know, there's so many things about it that make it very, very difficult for people to find lasting employment in the industry. So that's, um, maybe something that, you know, a little bit different than other industries, like tech or, but yeah, and then after that interview, and then get sort of getting rejected, I was thinking, I was just kind of thought to myself, well, you know, why am I having to bend over backwards, you know, and try to get a job at this studio one, I already have something that's kind of working out for myself, you know, on the side with these sci fi Commission's, and then so I think it was starting from there, where I really sort of started to realize like, there's a chance that I could just keep doing this, instead of trying so hard to make something else work that's clearly not working.

Jake 23:47

So having gone through this, like, I know, myself, like I'm a big proponent of the quote, unquote, like, gap year doesn't have to be exactly a year, but you know, taking some time where you don't have work or school, like I had done one during college after my freshman year, and then another after my first job. And both times, sort of, you know, similar to you, like, you know, got rejected from a bunch of



jobs leading up to it, or whatever it was, and just came out of the experience, you know, however, it happened in a much better place than I sort of went in. And obviously, that's been the same for you, you know, tenfold or however many fold. But how do you like reflecting on that experience? Would you recommend, you know, maybe your temporary unemployment like wasn't an intentional thing, and you wouldn't have wished upon yourself? But looking back, you're grateful it happened, would you based on that experience, like recommend to others to consider, you know, obviously, you don't want to just quit your job if you like, don't have any money saved up or anything like that. Do something like super irresponsible, but if you have a reasonable runway, having gone through this experience yourself in life, Seeing the ups and downs of it, and it was tough at times and lonely and you're sort of like, you know, following your passions, not so much out of like some purpose driven thing, but just to sort of like make something of your days, but it all ends up working out. And having seen that, in retrospect, do you think like others could sort of experience similar success by giving themselves that sort of experimental time to do things a little bit differently than all their friends who are, you know, going to work every day and everything like that, and sort of just taking some time and figuring things out?

pplpleasr 25:32

Well, I think everybody has a different risk appetite, and sort of growing up in an Asian household, I definitely think, you know, maybe there's like a trend with Asian parents, where you always sort of take the safest route. And so, you know, probably for that reason, is why I never sort of wanted to intentionally take a year off, for example, um, and it was always just the mindset of, if I, as long as I have a job, I should just keep working and save, save as much money as I can. Um, but you know, I do feel that if anybody, you know, has is sort of privileged enough, as in, you know, they had money saved up and can afford to do so, it's definitely worth trying, especially right now, as web three is taking off, you know, it hasn't, I don't think we've we've seen sort of like the full blown effects of this entire industry yet. And so you know, where I think we are at the forefront of it, and the opportunity cost of not jumping into something like this is huge, I think. And so, if you have sort of, you know, a hunch, even that what you're currently doing might not be the best use of, you know,



your creative talents or skill sets, then I definitely think it is worth looking into. And I cannot stress enough that I'm just incredibly lucky to have ended up, you know, in the situation that I am, but during my years of working in visual effects, I did always have this feeling that this wasn't really probably the best use of my time. But at the same time, you know, I didn't know if there was anything else that I should be doing. You know, I didn't want to take a risk by taking a year off to discover myself or anything, just sort of with the way that I was brought up and everything. But definitely, you know, when I started doing the defi animations, it's not even that it was crypto, obviously, just separately, you know, crypto, on blockchain technology, and everything was something that I discovered in 2017. I personally believe and have an interested in. But I do think that that process of just carrying out being creative director of my own animations, even if they're extremely short, right, so, you know, I went from working on Hollywood movies to literally 20 to 32nd animations of, you know, a fraction, tiny, tiny fraction of the production quality, but just the fact that I had that kind of overdrive for being able to dictate where the animation was going, or how the narrative goes. And everything, which I felt like, you know, was more of my strong suit, that just created an environment where I was so much more invested. And, yeah, I would say, my ability to sort of shine was through the creative freedom that I was given to do that. So yeah, if anybody is, you know, thinking that their job sort of limits on what they can do best. And you know, they are in a situation where they can take some time off and sort of explore other opportunities. And we're lucky enough to be at a time where web three is just taking off there plenty of job opportunities, maybe jobs that we don't even know exist yet that are waiting for people, then I would definitely encourage it.

Jake 29:08

Yeah, I think that that makes a lot of sense and is good advice for a lot of people. I think a lot of people generally feel, you know, not totally utilized. And of course, like it's, it's a lot to ask to feel like you're operating at like Max impact of what you can contribute at any time or at every given time. But at the very least, if you feel like it's just sort of every day is sort of repetitive and it's starting to feel more and more like a, you know, you're not getting to



flex your skills and do what you're good at, then maybe it's time to consider something else not not being too unreasonable about it, I guess is what I'm saying. But when it starts to get pretty, you know, dreadful or whatever it might be that there is another way to go about things and if you're sort of responsible about saving and you know, plan a little bit and just take calculated risks. Some people to your point, like have a different appetite and others, but, you know, with risk comes reward. And I think from from your experience, it's apparent that even though you didn't necessarily choose it from the first place, like, it certainly worked out, you know, after really not not a very long period of time. You mentioned, you know, going from, like speaking more on this, like, sort of utilizing your skills, you were sort of in like an execution mode, in your old jobs, and then you got to go into like a, you know, being more of like a creative director of your own work. What was the biggest sort of, you know, how do you compare and contrast the difference in that, like, because you're working on something that like, you know, granted a different length and a different context. But you're still, I think, leveraging a lot of the same skills, but then maybe like, another bucket of more, you know, using your imagination, or sort of operating more as an artist than like an execution just, how was that transition for you? And like, what did you enjoy about getting to sort of operate at a much higher level than you had experienced in the past?

pplpleasr 31:01

I mean, I, I think that is, essentially, every creative person's dream is to ultimately execute on your own creative visions, but I do find that I see a lot of artists, um, but you know, I think Fine Art is a totally different category, which is why, you know, there's all these different nuances with, you know, how NF T's are approached and everything, but at least for me, personally, I do feel like all those years that I spent working, you know, at studios and stuff are, were actually pretty essential to contributing to my success today, because when I started making these little short form animations, without the skill set that I had heard over the years, even if I had a really good idea, it's extremely difficult to actually execute or express that, if you don't have the technical abilities to do it, right. Unless, obviously, you hire other people to do it, but then you need money for that. And so I personally think that it's super important to get, you



know, in one cannot exist without the other, like, you could have really good ideas. But if you're not able to execute them, then it's useless. And then you can have really good skill sets. But then if you don't have good ideas, then you're better off making other people's visions. That's sort of how I see it.

Jake 32:30

And, you know, this is maybe a bit of a tricky question, but and so understand that you might not have like a super practical or applicable response. But I'm curious, like taking those different sides of the equation, sort of the ability to execute and the ability to have the ideas, or the imagination to have the ideas and sort of creative taste. How do you think like, looking back, you you developed both of those skills separately, like one? I mean, for the visual effects? Like, did you Was that something you learned in school? Or took upon yourself in high school? Or how did that sort of come to be from that's probably more of a practical, and so that you might have and then on sort of the imaginative and creative side? How do you think that sort of developed, especially after years of not really being able to, like flex that muscle just being on the execution side? Yeah,

pplpleasr 33:20

I think, on the on the creative side, I've always been, you know, I don't really like to use the word creative because I do genuinely without trying to sound like a people pleaser. I do genuinely think every person on this earth is creative by nature, and everybody just has a different way of expressing it, whether you're developer or writer, you know, an artist, like, I feel like so many times, the word creative is only used to describe people who are in a, you know, let's say a traditionally creative field. So like art or music, you know, that kind of stuff, but you can be a lawyer and also be a very creative person, you know, but sort of what contributed to my artistic sort of like visions, I think was just ever since a young age, you know, I like to draw, and I also love consuming like movies. Um, you know, I love watching like Pixar animated movies, Miyazaki films, like grew up watching anime. And then I just sort of I feel like I'm just like a sponge. I'm just growing up all kinds of media can be a commercial on TV or something. Whenever I see something that's very



interesting and you know, eye catching or sort of like lingers the mind I always sort of tried to archive in my brain and just make a mental note of that thing. And you know, maybe when I'm later when I'm older and more mature, I couldn't go look back on it or look for that specific, you know, piece of media and maybe get into sort of dig into more of why it was lingering in the mind. Was there anything that was sort of more you know, special about it that made me remember more and With my personal work, I think I have sort of two thoroughly holy grails that I kind of follow, which have been worked out pretty well so far. Which is like, if you take like a look at Japanese commercials, for example, they're always, you know, have an element of humor, and are also just very ridiculous and over the top, and then a way, you know, memes, like spread like wildfire also, because they have that ridiculous over the top or exaggerated element. And then so that's kind of like a principle that I was injecting into my early start defi animations. And then, if it's, if it wasn't that route, then I would go sort of, you know, what I had always found to be really cool was trippy elements. I love listening to music, and I like going to concerts. And I have noticed that humans respond extremely well to audio visual complimentary experiences. And if so, you know, in my videos, like if it wasn't some kind of super ridiculous over the top plot, then it would be something that was very trippy and visually interesting, and audio and visual, complementing, so you know, it's very, very important that those go hand in hand and are synced together very well. In terms of the practical side. Basically, what happened was my first year of college I watched, I was studying something totally kind of different. But I was I watched Wally, for the first time in college. And then I was so blown away by this movie, I was like, Man, this was the best thing I've ever watched. And then, you know, I saw the credits at the end, there's so many names, and I got, there's no reason why I can't be one of those names. And then so I literally just went on line with Google, how do I get a job at Pixar? And then, you know, went down this whole rabbit hole, like, Okay, well, you need to know, 3d, to know, 3d, you know, the software, blah, blah. And so, yeah, I'm like, basically self taught, I spent time outside of college classes, just like learning these skill sets. And then, after my third year of college, I thought that I had, you know, sort of gathered enough to sort of apply for jobs. And I applied to Pixar, many, many years, um, you know, in a row had always gotten



rejected. So, you know, by no means are my technical abilities, you know, sort of at the cream of the top either, but I would say I have enough at least to get by. And those were mainly from just so all the resources you can find on the internet, really, because there's so much now.

Jake 37:28

Yeah, that's super cool. So it wasn't like a formal education. I'm curious, what was your you know, just like a short answer, but what was your What did you actually study in school.

pplpleasr 37:38

Um, so I mainly studied this program called Design media arts. And it was a very, very broad program that, you know, we didn't really touch on, you know, sort of like 3d animation that was in it at all, it was more sort of, like, I would say, like front end, or, you know, like typography, graphic design, that kind of stuff as kind of like one of those programs where they, they show you a little bit of everything, and then you know, if you're interested in anything, you kind of, you can either go really deep into it, or you can just sort of coast through the entire course and then not really be good at anything and then still graduate. But funnily enough, now that and a few you know, our thing, there's actually a lot of people who are prominent in the space that came from my program, which is crazy. So, um, another artist named Kitt, um, KY T on Instagram, like she was also my programming is how she works at foundation and she's also you know, prior to NF T's was already a very, very acclaimed digital art independent digital artists. And then one of my professors, his name is Casey Reese, he literally invented processing the design language programming language. He's also a big figure in NF T's now and then also there's another artist I'm very well known in NF TS called rafeeq Annadel and he does a lot of really cool generative art who he was a TA of that program so I guess I don't know maybe UCLA design your arts has a special footprint in the world and a few

Jake 39:21

Yeah, it's interesting a lot of times you hear about these like small pockets of people that for whatever reason like the the micro culture or like the language you know, the slang or whatever it might have



been the creativity it results in like all these people from this very small group having like enormous success and in a similar area to sounds like it could be one of those and so if you're looking for the next great artist in crypto or the like maybe that's, that's the group of people you want to you want to talk to. I have two quick things I need to say just because I don't want to forget one is I hope you reach back out to Pixar at some point. And to his I hope you dig up that first project you did with urine. Because I don't know, it seems like that should see the light at some point, maybe, maybe years down the road. But that sounded like an interesting project. And I think Pixar might, you know, put an asterisk on your name, if it comes in, by an email at this point more than they might have when you're first graduated, and things like this. And that'd be really cool to see. You guys work together at this point. And I totally agree, you know, their, their stuff is always amazing whether it was when I was a kid, or now, all Pixar stuff is just really cool. So I know we're coming up on time, but maybe just a couple more questions, sort of off topic a little bit. But I myself, I'm, like, very interested in pseudonymity, and how it sort of become more prevalent over the last couple of years when I first started, like, my Twitter, and before that, just the blog, and now the podcast. You know, my, my real identity isn't really out there. And I sort of, you know, that's intentional, and I have my various reasons for it. But you started off synonymous and still mostly function that way, although you've been sort of sufficiently doxed by a number of different outlets and whatnot. But I'm curious, like, what was the original intent of not sort of building your brand around your real name? And, you know, what was the experience of like, sort of transitioning from having that sort of cover? Which, like I said, I can appreciate it myself. It's sort of like freeing in a way to, you know, having your name out there. And now, I'm sure people from like, your, your real life are like reaching out all the time and things like that. I'm curious to hear how that sort of evolution has gone for you.

pplpleasr 41:49

Um, yeah, I mean, I think for a while, I felt like I was living, sort of like a Hannah Montana, double life situation where, you know, I had my sort of people pleaser, online and crypto persona that really none of my real life friends knew. And also, because I think I'm probably,



you know, I, I'm prideful person and I, during really, during that year of unemployment, I actually didn't tell a lot of my unless, you know, they're really close, or something might tell a lot of people that I was unemployed. And so, you know, I don't know, it's dumped, but looking back, I honestly was just embarrassed, right? And then so, you know, then obviously, when I started doing this crypto stuff, I didn't think that people would understand, let alone think it's a real job. And then so I continued to just sort of keep that a secret from people in my real life, right? And then so, yeah, for the longest time, I think nobody had any idea what I was up to. And the first time that I was sufficiently, Docs, I would say, was probably when fortune published that often of me, and then just actually doesn't use my real name, obviously, you know, as sort of things started picking up more and more, um, I, yeah, I've had people, you know, from my pre crypto life, reach out and then say, Hey, I saw you in this thing. And that's crazy. And, you know, so it's been interesting, um, I definitely do hope that, you know, going forward, I would like to stay. So I'm somewhat pseudo anonymous. And, initially, actually, I mean, that's also because my real name is really boring. Like, you know, it's not good for SEO. Like, there's probably 5 million people on this earth that have the same name. So it's also just not very distinguishing, right. And then when I was creating my art, Instagram, you know, while I was literally this was before, crypto, like before, you know, I was working at defy or anything, I was just, I just wanted a platform to publish my own digital art. And then so I had just noticed at the time that all these, you know, cool, successful artists, independent artists on Instagram and stuff, had, you know, cool artists names, like either just their natural name was a very cool and unique one, or they, you know, created one and being that my, my regular name is not cool nor unique. I thought that I had to create a better handle for it. And you know, where people pleaser comes from, it's just, that's actually just how my personality was. It was one of those things where my screen in the page, I didn't want to put too much thought into it. So it was one of those things where there's the first thing that came to my mind, it's kind of my personalities, I'll just put it down and then maybe if I get a chance to change it later, I will have everything happened to me so quickly, but I just never got a chance to change it. But luckily, you know, like many other happy accidents in my life. Nowadays, I think people are always telling me that they



think it's a really good name from a branding perspective. So Like, yeah, I totally meant to do that.

Jake 45:04

Yeah, I feel like if you were like super intentional about it the way that you spelled people pleaser like, I've heard you talk about this where there's like six different ways that people spell it. And I feel like for for SEO or whatever purposes, you probably got, maybe like half of the people who are looking for you find some different thing that they're not looking for, because they put the wrong E's and A's and or whatever. But somehow, despite all of that, you've been able to rise up through it. So it's really cool. And I think it's interesting, like you mentioned the name, you know, your name is really popular, but I did like a tweet. Like, if you actually have a name that's super popular, you almost have like, built in pseudonymity in a way, as long as you have like your, if your face is out there, I guess, which I think fortunate unfortunately, that as well. But if it's just your name, then someone like Google's, and they still like have no idea who you are, basically. So it's kind of interesting, but I'm sure you know, you're still very young. So maybe you can, I've thought about this, like you could spin up another brand, obviously not to trivialize that it's like incredibly hard. But if you have another profile one day synonymous profiles, if yours isn't sort of, you know, if you want to move past it, or alongside it or something, you can use people pleaser, to spin up some new alias and then you'll be you know, Hannah Montana, but like three of you or something like that. That'd be pretty cool.

pplpleasr 46:29

I don't know that I have enough time to do that. But my

Jake 46:32

Yeah, no, it's hard enough to do on. Alright, so last question. And I know we're running up on time, so I appreciate you. You sticking with it. But people pleaser, the name, you know, describes you to some extent, I sort of review the the word or like that the description of like a people pleaser, I see it as like a positive and a negative. And given that it's obviously you know, a large part of who you are, but



also now your your name, what do you think are like the pros and cons of of being a people pleaser?

pplpleasr 47:07

Um, you know, I definitely feel more often than not, it's a curse. And it's, it's actually it's nobody's fault. But my own really, I just sometimes I've always, I don't understand how I am the way I am. It couldn't be that I was born this way. I can also be, you know, sort of environmentally affected or just maybe a lack of self confidence. But it actually just is impossible. And I have tried this Jake, throughout my, you know, short lived crypto career up until the state but shortlist even though as it's not been very long, like but, you know, with high intensity, and you know, high volumes of inbound, I have tried again and again to practice this muscle of saying no to people or projects or pitches that, you know, I might not personally be interested in. And for whatever reason, I always fail. So now I have maybe some, like, either I'll ghost people, which is, I think even worse than just saying no, so I feel extremely terrible about that. Or sometimes I just say yes. And then it just doesn't happen and then they'll also forget about it. I don't know, but it's just it's a problem. I I think that's probably one of the biggest lessons and hardest lessons I have had to learn up until this point in my career. It's just how to properly say no to people and go against what is essentially my personality type. And that's also why we're doing this podcast by the way cuz I didn't want to do it. And I was like, I can't say I'm just kidding

Jake 48:49

I'm like I'm so glad that you're such a people pleaser because we wouldn't be on without it. But um, yeah, I think it's that's generally what I hear from people I think I've a little bit of it myself. But I imagine it certainly gets challenging when the volume of inbound like you know, for for a lot of people you can sort of manage to just say yes to a lot of things and there's even people who like advocate for like saying yes to everything and like all this stuff will work out but on the other side, you have people who advocate for saying no to everything. And I think those tend to be the people who are just like constantly drowning and unbound and you just have no time to sort of like pursue your own thing and have a free moment to break and you end



up recording podcasts with dumb people like me if you just go saying yes to everything so nonetheless I think it's it's obviously a great name and maybe you will distance yourself from the characteristic over time I think everyone has you know areas to improve and I think it sounds like saying no is a muscle that you're increasingly flexing and hopefully will only get better and better at but um, one thank you again for for coming on and going over on time and everything like that. I do hope you follow A lot of Pixar. I want to hear about that. But appreciate you coming on, I guess just in closing, you know, where can people follow you first of all, but also, since we didn't get to like some of your, your latest projects, but love to hear just like the latest and greatest on what's going on, like at this very moment in time and you know what people can expect to see from you in the next, you know, months to come?

pplpleasr 50:25

Sure. Well, first, you could find me on Twitter as just people pleaser as on ppl PL EA S R was a one because when I made the account, the original Accuplacer was already taken on Instagram, it's just your laser. In terms of what's going on right now, I am actually building a new project, I can't really talk about it yet. But I think that's something that I'm really excited about. Just because, you know, sort of in that same way, you know, to tie in with like what I was saying earlier about finally being able to do my own sort of creative visions for projects now it's like, on beyond just a visual level, but also, you know, on a conceptual and sort of like technical and everything level, I'm working on a project that, you know, I am just personally really excited about instead of you know, doing promotions for like a defi project and things like this. So and I and I do hope that you know, if it works out, it will be something that people will enjoy in the world through space. So I mean, yeah, I'm not here to like plug anything, but since you asked, that's what I'm working on right now. I'll probably come out sometime in q1 of next year, which is cool and exciting. Yeah, it'll be a total experiment. Who knows if it'll go, you know, like, really well, or really terribly, but I'm excited regardless.

Jake 51:59

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Awesome. Yeah. I'm sure it will be fine at the very least fine, if not, like historic and get you on the cover of the next magazine. But again, thanks. Thank you very much. It was a real pleasure talking with you and, you know, look forward to having people be able to listen.

pplpleasr 52:16

Oh, thank you so much for having me. I really enjoyed the conversation.