Question-Answer with Emma-Jane MacKinnon-Lee

And for indie designers trying to break into the space?

Learn the most advanced tools available. Run them local, run them open. Keep stacking skills—code, design, infrastructure fluency. Understand what web3 actually is. Understand CC0, and why it matters. And most importantly: Be more radically real. More radically raw. More radically open.

I've seen all types pass through this space. Designers. "Indie" designers. People looking for a shortcut, hoping web3 is just another early market where they can cosplay as the big brands while pushing others out. Lock things up with copyright. Close off their work. Fake an understanding of decentralisation and call it strategy.

They never last. They don't attract collectors. They don't attract collaborators. And most of them? They've already gone.

Forget the old industry. Don't try to impress it. Don't wait for it to hand you approval.

If you're serious about this—really serious—focus on building the new thing. From the ground up. With code, with conviction, skills.