Eric P. Rhodes

ORCID: 0009-0003-2941-3562

E-mail: hi@epr.net
Website: epr.net
LinkedIn: /in/ericprhodes

Research Areas

My research investigates how inner experience and affect are shaped, mediated, or constrained by visual, computational, or organizational systems. I focus on how structures like blockchain protocols and workplace algorithms encode emotion, influence authorship, and distribute agency. Through creative practice and applied research, I examine the emotional consequences of emerging technologies on cultural memory, identity, and labor.

Publications & Open Research

Rhodes, E. P. (2025). *Measuring the Human Experience of AI in the Workplace* [Working Paper]. Future of Work Lab. Open Science Framework. https://doi.org/10.17605/OSF.IO/TXVY6 Preprint of full working paper exploring AI adoption across sectors and experience levels. Includes manuscript PDF, figures, raw data, and codebook.

- **Phase 2 Research Materials:** *Understanding the Human Side of AI in the Workplace (Phase 2)*
  Open Science Framework. https://doi.org/10.17605/OSF.IO/HYG9Q
  Includes preregistration, full study protocol, and survey instruments (n = 299).

- **Pilot Study:** *Understanding AI in the Workplace (Pilot Study)*
  Open Science Framework. https://doi.org/10.17605/OSF.IO/X8976
  Preliminary testing (n = 17), methods note, and initial hypotheses.

Creative Research

Independent initiatives exploring decentralized systems, authorship, affective expression, and new visual languages.

Artist, *Primitives (PRIM)*   *(Research Began 2024, Launched 2025–Present)*
Built a blockchain protocol that encodes emotional and visual attributes into modular primitives, enabling composable onchain art.

Co-Founder, *Rising Tide*   *(2024–Present)*
Weekly conversations on creative work and the latest developments shaping decentralized culture.

Author, *The Society*   *(2023)*
Serialized pre-dystopian fiction exploring identity and surveillance through AI-assisted world-building.

UX Researcher, *Proto-Personas with AI*   *(2023)*
Created six AI-driven proto-personas for Web3 audiences; early prototype for narrative and product design.

Artist, *Unofficial Punks*   *(2021–2023)*
Launched derivative PFP collection that catalyzed a decentralized remix movement around CryptoPunks.

Inventor, *TATR Social*   *(2020–2022)*
Designed a peer-to-peer NFT incentive protocol; open-sourced provisional patent 63/186,403.

Executive Producer, *Trash Art Week*   *(2021)*
Curated week-long decentralized exhibition revisiting remix culture and alt-chain practice.

Co-Organizer, *New Jersey NFT Meetup*   *(2021–2022)*
Built a 100-member creator community and hosted monthly meet-ups that drew ~25 regular attendees, introducing local artists to blockchain tools and platforms.

Editorial Director, *The Outer Realm*   *(2020–2022)*
Published critical essays on digital ownership and remix culture; cited in academic and industry discourse.

Education

M.L.E.R.   RUTGERS UNIVERSITY   *(2025)*
                  Master of Labor and Employment Relations
                  Graduate Certificate: Leading Organizational Change
                  Awards: Dean's Scholarship Recipient, Spring 2025
                  Independent Thesis: Measuring the Human Experience of AI in the Workplace

B.S.   RUTGERS UNIVERSITY   *(2024)*
                  Major: Labor and Employment Relations
                  Extended Studies: Studio Art and Art History (42 credits)
                  Additional Coursework: UX Design (New York University), Drawing in Color (Seton Hall University), Figure Drawing (Art Students League of New York)
                  Honors: Summa Cum Laude

Certifications & Methods Training

Social / Behavioral / Epidemiologic Research Investigators, *CITI Program*   *(2025–2028)*
Ethical frameworks, informed consent, and risk mitigation for research involving human subjects

Technology, Ethics, and Regulations, *CITI Program*   *(2025–2028)*
Regulatory frameworks and ethical considerations for AI and emerging technologies

Enterprise Design Thinking Series, *IBM*   *(2025)*
Practitioner, Co-Creator, and Team Essentials for AI

Advanced Data Analytics Certificate, *Google Career Certificates*   *(2024)*
Predictive modeling, data visualization, and decision frameworks

Art Law, *Christie's Education*   *(2022)*
Legal frameworks for authorship, provenance, and rights in digital art

Certified Customer Experience Professional (CCXP), *CXPA*   *(2017–2021)*
Training in user research, journey mapping, and organizational experience strategy

Selected Exhibitions

- *ASC Member Wall,* Asprey Studio—London, UK (2023)
- *A2 Mobile Gallery*, Accelerate Art—New York, NY (2023)
- *NFT et crypto-esthétiques*, Institut Français—Casablanca, Morocco (2023)
- *After Dinner Mints*, Digital Surgeons—New Haven, CT (2022)
- *A Fylthy Trash Art Exhibition*, SCI-Arc—Los Angeles, CA (2022)
- *#Trashart: NFT Garbology,* L'Avant Galerie Vossen—Paris, France (2022)
- *U'R,L*, IRL Art—Denver, CO (2021)

Curatorial Projects

Council Member, */cryptoart DAO*   *(2024–Present)*
Curate artist selections and shape funding protocols for a decentralized art DAO.

Host, *CryptoArt Question of the Week*   *(2020–Present)*
Weekly cross-platform series fostering open dialogue on crypto-native art.

Curator, *Spectrum of Solitude: Explorations in Light and Shadow*, MakersPlace   *(2023)*
Black-and-white photo exhibit featuring 10 international artists.

Curator, *CryptoArt Friday Weekly Series*   *(2023)*
Global weekly prompt series sparking symbolic and emotional explorations in Web3 art.

Press

"What is Trash Art?"—MakersPlace, Mar 22, 2023
"What Exactly is Trash Art?"—NFTS.WTF, May 12, 2021
"Men of Crypto Attempt to Master the Art of the Thirst Trap"—The Defiant, Feb 9, 2021
"Digital Trash"—FOMA Magazine, May 2020

Awards

People's Choice Award, NFT Awards *(2020)*
Selected by public vote for outstanding contribution to the NFT art space.

Most Innovative NFT (Shortlist), NFT Awards *(2020)*
Shortlisted for creative experimentation and technical innovation in early NFT practice.

Collections

Museum of Crypto Art (MOCA) – Genesis (Permanent) Collection *(2020)*
Work included in the museum's foundational onchain collection documenting the early history of crypto art.

Selected Essays & Thought Pieces

(full archive at epr.net/essays)

"Cryptopunks and Copyright: What's All the Fuss About?"— cited in NFT-IP legal scholarship (Lee 2023; Frye 2022).

"Trash Art: A Short History of an Emerging Digital Genre"— definitive primer on the movement's origins and cultural impact.

"AltPunks NFTs: A Short History of a Crypto-Native Art Movement"— documents how derivative PFPs reshaped remix culture and community ownership.

"Technourishment: Balancing Art, Technology, and Humanity"— proposes a mindful framework for creating and living in digital space.

Speaking, Conferences, and Workshops

Guest Speaker, Art + Tech   *(2007–Present)*
Fashion Institute of Technology (FIT), New York, NY – Deliver bi-annual talks on the intersection of art, technology, and innovation to students, focusing on creative practice, digital aesthetics, and the evolution of Web3.

Panelist, *Student Perspectives on Online Learning*   *(2025)*
RU OnlineCon, Rutgers University – Shared candid insights as a graduate student navigating online education, emphasizing pedagogical design, engagement strategies, and the lived experience of digital learning.

Moderator, *Artist's Panel – After Dinner Mints: An NFT Art Showcase*   *(2022)*
Digital Surgeons, New Haven, CT – Facilitated discussions with leading artists on evolving aesthetics and creative practices in the NFT space.

Moderator, *Alt-Chain NFT Platforms Panel* *(2021)*
TrashArtWeek 2021 (virtual) – Led a discussion with platform founders and artists on decentralized tools, cross-chain publishing, and alternative infrastructures for NFT art.

Panelist, *Trash Talk,* *(2020)*
Crypto Art Week (virtual) – Spoke alongside leading crypto artists, including ROBNESS, Coldie, and more, on the Trash Art movement's origins, aesthetics, and cultural implications.

Workshop Facilitator, *Customer Journey Mapping* *(2019)*
Twitter, Tokyo, JP – Led a hands-on session for cross-functional teams on improving customer experiences using journey mapping techniques.

Workshop Developer, *Brand Embodiment Series* *(2018–2019)*
Twitter, San Francisco, CA – Designed and delivered workshops to help teams align brand strategy with customer engagement practices.

Co-Presenter, *Journey Mapping with Analytics* *(2018)*
5th Annual Digital CX Strategies Summit, Chicago, IL – Showcased innovative methods to integrate customer feedback into user experience design for improved satisfaction.

Workshop Facilitator, *Customer Journey Map to Hell* *(2018)*
Twitter's User Service Organization Off-site, Oakland, CA – Conducted a creative, problem-focused workshop to resolve critical customer pain points in global support services.

Workshop Developer, *Design Thinking & Customer Feedback Sessions* *(2018)*
Twitter's Trust & Safety Summit, San Francisco, CA–Taught teams how to apply design thinking to integrate user feedback into trust and safety strategies.

Workshop Developer, *Service Design Series* *(2016–2018)*
Google Hardware, Mountain View, CA – Designed a training program that Google's hardware division adopted to enhance customer-centric practices.

Experience

Artist, *SuperRare Labs*, New Jersey *(2019–Present)*
One of the earliest artists working with SuperRare, contributing to the platform's foundation in crypto-native art and impact on digital collecting culture.

Researcher & Founder, *Future of Work Lab*, New Jersey *(2025–Present)*
I founded Future of Work Lab as an independent research initiative. Released a full working paper and preprint on AI's emotional and organizational impact in the workplace, hosted on OSF.

Graduate Researcher, *Rutgers SMLR*, New Brunswick, NJ *(2025)*
Designed and led an independent pilot study exploring how AI reshapes work experiences, focusing on job stress, surveillance, collaboration, meaning, and autonomy.

Principal Artist & Founder, *Second Realm*, Hoboken, NJ *(2019–2024)*

Founded an award-winning crypto art studio recognized for pioneering Altpunks and Trash Art movements. Used blockchain, generative art, and creative coding to explore decentralized authorship, cultural value, and the evolving role of the artist. Exhibited internationally and built a global collector network of 15,000+. Mentored emerging artists and contributed to critical discourse on remix culture and digital rights. ***Portfolio:*** *secondrealm.com*

Managing Partner, *Metaverse Brands Group*, Delaware, USA   *(2020–2021)*
Co-founded a holding company focused on revitalizing NFT-based intellectual property. Led strategic acquisition and brand positioning for Web3-native assets.

Advisor, *JOYST*, Toronto, Ontario, CA   *(2020–2021)*
Advised on platform branding and go-to-market strategy for a decentralized NFT exchange. Shaped whitepaper narrative and platform vision in response to emerging creator economy trends.

Global Head of Service Design, *Twitter*, San Francisco, CA   *(2018–2019)*
Led organization-wide service design strategy, using human-centered methods to improve systems, processes, and employee experience in global support infrastructure. Developed participatory frameworks, facilitated workshops, and implemented feedback loops across regions (US, Japan, EMEA, LATAM).

Service Designer, *Google (Hardware Division),* Mountain View, CA   *(2016–2018)*
Spearheaded service design strategies for Google's hardware product portfolio, streamlining customer onboarding processes and reducing service inquiries. Collaborated with cross-functional teams to prototype innovative user experience solutions for consumer electronics. Delivered the Service Design Series, a training program adopted across Google's hardware division to improve customer-centric practices.

CX Designer, *Google (ATAP Division)*, Mountain View, CA   *(2016)*
Led user research and journey mapping for experimental product initiatives. Facilitated cross-disciplinary prototyping with engineers, designers, and marketers to develop user-centric hardware experiences. Designed closed-loop feedback systems to inform iterative design in emerging tech environments.

Marketing Producer, Major League Baseball (MLB), New York, NY   *(2015)*
Produced content and campaigns that increased fan engagement across MLB's digital platforms. Managed digital marketing strategy and content creation for a global sports audience.

Marketing Manager, HarperCollins Publishers, New York, NY   *(2014–2015)*
Directed marketing campaigns for top-selling book releases, achieving measurable increases in engagement and sales. Collaborated with authors and editorial teams to develop cohesive, audience-specific branding strategies.

Design Director, *The Book Report Network*, New York, NY *(2006–2014)*
Led all aspects of creative direction for a boutique agency serving global publishing and sports clients. Managed a multidisciplinary team of 10 and drove agency growth by securing long-term contracts and client partnerships.

Artist Assistant, Art of Sport Workshop, Montclair, NJ *(2005–2007)*
Assisted artist Tony Capparelli in facilitating a youth art program focused on sports themes. Supported workshop setup, instruction, and student engagement. Early exposure to arts education and collaborative studio practice.

Graphic Designer, FedEx Office, Clifton, NJ *(2004–2005)*
Designed branding and marketing materials for local businesses and corporate clients. Gained early exposure to producing signs, banners, books, and advertising collateral. Provided creative consultation and layout services under fast-paced production timelines.

Student Technology Assistant, Seton Hall University, South Orange, NJ *(2002-2004)*
Provided campus-wide tech support to students and faculty. Assisted with lab maintenance, classroom technology setup, and troubleshooting hardware/software issues. Built foundational skills in problem-solving and digital systems.

Tutor & Teaching Assistant, Hudson County Community College, Jersey City, NJ *(2001-2002)*
Assisted faculty in classroom instruction and provided one-on-one math and computer science tutoring. Helped facilitate peer learning and supported students in developing foundational academic and technical skills.

Technical Competencies

Hands-on experience with creative, computational, and strategic tools for prototyping, analysis, and execution.

- **Design Methodologies:** Design Thinking, Service Design, UX/CX
- **Creative & Visual Tools:** Figma, Adobe Creative Cloud, Procreate, Miro, Lucidchart
- **AI & Generative Media:** ChatGPT, Perplexity, Jasper, Cursor, GAN flows, AI synthesis
- **Web & Coding:** HTML/CSS, JavaScript (incl. p5.js), Python, R, PHP, SQL, vibe coding
- **Blockchains:** Bitcoin, Ethereum, Solana, Tezos, Base, Optimism, Chainlink
- **Workflow & Collaboration:** Agile, Trello, Jira, Slack, Discord, Zoom, virtual whiteboards
- **Data Visualization & Research:** Excel, Tableau, Qualtrics
- **Version Control:** Git, GitHub

Last Updated: May 14, 2025