

TRICIA NELSON

STORYTELLER | IMMERSIVE ARTIST | THINKER

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BIO



03.

Tricia Nelson is a Los Angeles-based creative director, immersive artist and lifelong learner.

The first child of Caribbean immigrant strivers, Tricia realized her gift for storytelling in middle school, where she honed her talent as the scribe and raconteur of fantastically addictive serialized dramedies starring her friends and their celebrity crushes.

A TV-obsessed Native New Yorker (cue the 1977 disco anthem), Tricia has been negotiating rarefied environments since her youth. She attended elementary school in a blighted neighborhood of Brooklyn, then spent a transformative year on scholarship at a tony all-girls independent school in Manhattan. She graduated from a suburban Long Island high school the day before starting the corporate internship in New York City that eventually led to her first job. She relocated to L.A. for a dream gig at her dream company (Disney) in the early internet days, and has been playing a thrilling game of professional Chutes & Ladders ever since.

Tricia's career trajectory includes managing celebrity websites, brand-building and producing the Webby Award-winning *Black Women of Amherst College* podcast. She is an inventor, futurist and longtime Television Academy member in the Emerging Media Peer Group. Her pop culture-inspired work leans into entertainment, technology, nostalgia, placemaking, humanitarianism and her beloved adopted hometown.



ETHOS

My projects reflect my life path, innate curiosity and disparate passions. I am a leader, joiner, student, observer, culture curator and early adopter. I infuse my spirit into everything I do, with an eye toward social impact, technological experimentation and positive intention: mindfulness, presence and honesty.



EXPERIENCE

I learned to code by hand in the Web 1.0 days and spent years producing multimedia content for news, entertainment, consumer-facing and B2B entities. With truth, humanity and the quest for joy as my guiding principles, I'm always ready to enthusiastically explore strange new digital worlds!

05.







VIEW TRICIA'S LINKEDIN PROFILE

PORTFOLIO: EMERGING MEDIA

06.



LINK: "ANGELES" (:54) ON YOUTUBE

From the time I opted to take the “new media” elective rather than “Nightly News” in journalism school, I’ve enthusiastically embraced interactive technology. I enjoy stress-testing novel storytelling enhancements, whether it’s AR/VR/XR, virtual production, Gaussian splatting, gaming technology or disruptive (in a good way!) applications.

- Cocoon: Healing VR Naturescapes (in production) - 2026 (360 video, 3D Gaussian splats; created in Unity)
- Angeles - 2026 (student film created using 3D Gaussian splats and footage shot on a virtual production stage)
- Pug Tunin' - 2025 (student film created with assets built in Unreal Engine)
- Free to Feel Good - 2025 (school assignment: Unity environment built for a headset experience)
- The Peanut Zone: VR Scene - 2016 (final group assignment for VR Storytelling course @ USC School of Cinematic Arts)

LINK: "FREE TO FEEL GOOD" (2:52) ON YOUTUBE





LINK: "PUG TUNIN" (1:10) ON YOUTUBE



LINK: "THE PEANUT ZONE" VR SCENE (4:30)



LINK: "COCOON" CONCEPT

PORTFOLIO: PODCASTS



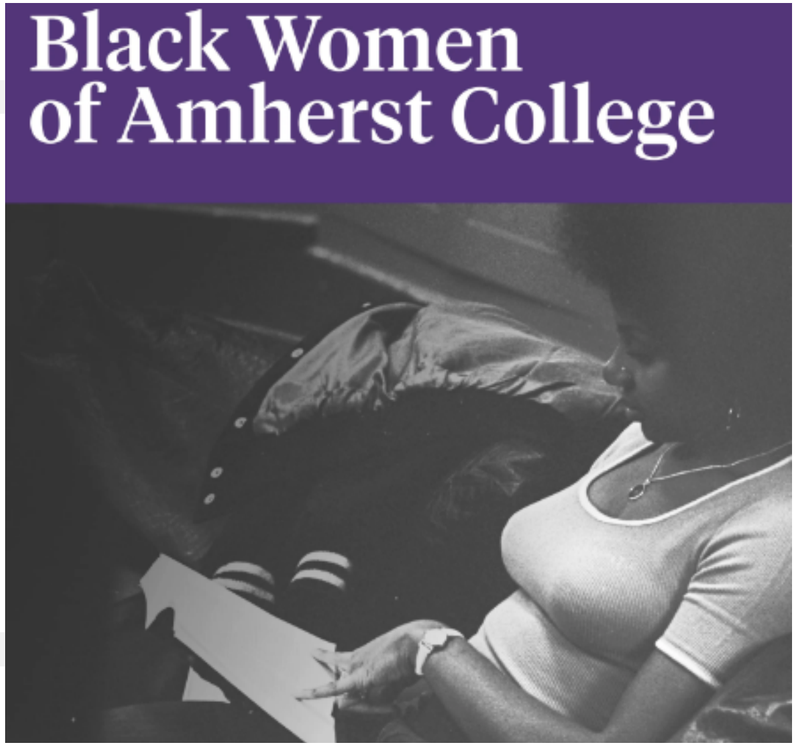
LINK: THE MARY-KATEANDASHLEY PODCAST (2006)

08.

As the one-time managing editor of the long-defunct mary-kateandashley.com, I took advantage of the opportunity to repurpose audio assets to create what was then a new format: podcasting.

Seventeen years later, I was offered – and accepted – the opportunity to join the production team of a six-part podcast series commissioned for Amherst College's bicentennial celebration.





LINK: BLACK WOMEN OF AMHERST COLLEGE

I served as editorial producer for the dual 2023 Webby Award-winning *Black Women of Amherst College* podcast.

Episode two, "Song of Sonia Sanchez," is based on a poignant, never-before-told story the renowned poet generously shared with me.

PORTFOLIO: EDITORIAL

10.



TRICIA NELSON

Contributor

Tricia Nelson is a creative director, XR/emerging media storyteller, Webby Award-winning podcast producer, and 2025 graduate of the TV + Screenwriting MFA program at Stephens College/Conservatory of the

I’ve written everything from interactive children’s storybooks to fashion coverage, travel and lifestyle content, personality-driven corporate marketing campaigns and print and magazine articles. I’m currently a featured contributor (“Guest Cat”) at SavetheCat.com.

Sinners Beat Sheet Analysis

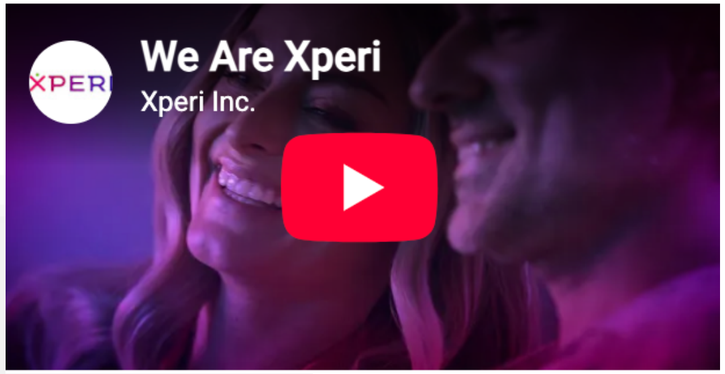


Tricia Nelson October 30, 2025 9411 13 min read



LINK: SINNERS (2025) BEAT SHEET

- SINNERS Beat Sheet (SavetheCat.com)
- THE SIX TRIPLE EIGHT Beat Sheet (SavetheCat.com)
- RUSTIN Beat Sheet (SavetheCat.com)
- We Are Xperi Video
- Los Angeles Times: He's More Than Meets the Ear



LINK: "WE ARE XPERI" VIDEO

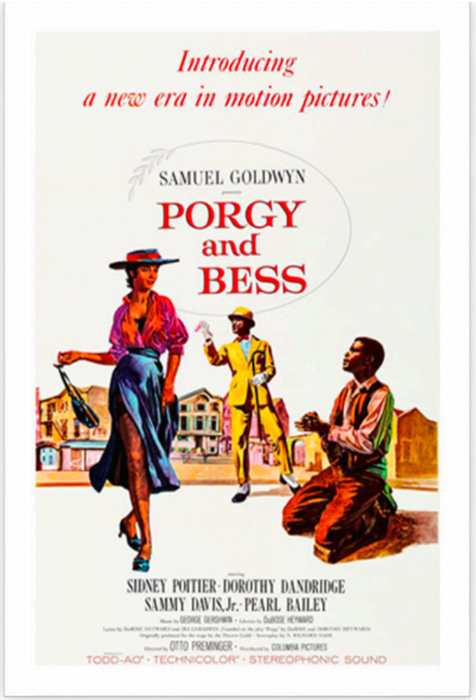
PORTFOLIO: BRANDING



12.

The design studio Trollbäck + Company hired me to lead the agency-side research, discovery and positioning for a new studio envisioned as the premier entertainment platform for underrepresented creators. I successfully pitched the client, Disney/Hulu, and helped the agency land the next round of creative business -- logo/identity for a brand that won its first Oscar within months of launching.

PORTFOLIO:
RESEARCH PAPERS



13.

- Frederique Rosine de Gresac: A Woman Named Fred (The Ebell Institute Film Symposium, 2026)
- Salve Re(Gina) Prince-Bythewood: Charting a Queen's Path in Hollywood (2025)
- Disappearing Acts: The Systemic Erasure of Black Performers and Performances in Classic Film (2021)
- The Real World, MTV-Style (Master's Project, Columbia University Graduate School of Journalism, 1995)
- Theatrics, Publicity, Gossip: Communication Theory and the Entertainment Industry (The American University Graduate Review, 1994)

EDUCATION

I'm an December 2026 graduate of Arizona State University's Narrative & Emerging Media M.A. program. I have a TV + Screenwriting M.F.A. from Stephens College, an M.S. in Journalism from Columbia University and a B.A. from Carnegie Mellon University.

14.



M.S., JOURNALISM



M.F.A., TV + SCREENWRITING



M.A., NARRATIVE & EMERGING MEDIA

BLUE SKY: DREAM PROJECTS

Immersive

- Magic in a Headset: Recreating 1965 Disneyland; Actualizing Disney's America
- Creating healing-focused content and experiences for the underserved

Media

- Hidden Minnies podcast: Celebrating unsung women of The Walt Disney Company

Academia

- Media/Culture Ph.D. study (e.g.,: Where are the Black children in 21st century entertainment?)



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