

Visceral first.

I build environments across story, space, and food to evoke emotions you can feel before you can name.

Working across concept, visual direction, and production to turn abstract ideas into tangible worlds built to be entered, experienced, and remembered.



CREATIVE PRODUCER · ART DIRECTION · EXPERIENCE DESIGN

San Diego, CA

Approx. 15 events and programs annually / \$250K+ annual operations and experience budget / Up to 80 guests per program

alchemestudios.com

Website portfolio / September 2026. Video stills link to the original films.

Ideas made tangible.

Experience design, cultural programming, and sensory storytelling. Shaped with a producer's eye and built with an operator's discipline.



Culture by Design

Experiential programming · Creative production



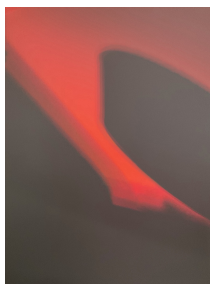
Into the Kelp Forest

Immersive experience · Production



Cross Pollination

Concept development · Visual storytelling



Color Has a Memory

Self-initiated study · Creative direction

[How I work](#)

Creative thinking, built to happen.

[01 / Explore](#)

Find the human truth.

Observe the audience, place, culture, and emotional context behind an experience.

[02 / Shape](#)

Give the idea a world.

Turn observations into concept, narrative, visual language, and guest journey.

[03 / Produce](#)

Make every detail real.

Bring it into the world through collaborators, budgets, vendors, logistics, and onsite execution.

Culture by Design

Designing participation, connection, and belonging into the rhythms of the workplace.

Client Schrödinger | Location San Diego, CA | Years 2023 to Present



01 / Opportunity

From programming to building culture.

Schrödinger's San Diego workplace needed programming that could create connection beyond the everyday rhythms of the office. I saw an opportunity to treat workplace culture as an experience, using food, making, storytelling, and shared rituals to bring people together.

02 / Approach

Design around participation.

I developed Winter Traditions Around the World, a four-week series exploring seasonal traditions across cultures and culminating in an immersive winter market. Alongside original workshops and Kids Day activities, I help employees and ERGs turn their ideas into executable programs.

03 / Production

Hold the vision and the details.

I produce approximately 15 events and programs annually, coordinating stakeholders, timelines, vendors, communications, materials, logistics, and live execution for groups of up to 80. I also manage a \$250K+ annual operations and experience budget.

Subject: Winter Holiday Series

Hi all,

The holidays are just around the corner, and we're celebrating with a Winter Series highlighting traditions from around the world. Each week will highlight a different country's traditions- filled with food & activities.

We'll begin with Denmark, exploring the Danish concept of *hygge* (pronounced *hoo-gah*) which is the Danish art of coziness and finding joy in simple moments.

The Details:

Week 1: Denmark Week (Nov 11-12)

Theme: Hygge -The Danish Art of Coziness & Happiness

Activity: Coffee & pastry social in the break room

Details: Join us in the break room for Danish pastries and share your thoughts on what you think the real secrets to happiness are on our Happiness Board.

Week 2: Taste of Home Potluck (Nov 19th)

Theme: Global Traditions - Shared Celebration

Activity: Potluck lunch in the break room

Details: Bring a dish that reminds you of home. Please [sign up here](#) if you'd like to bring something. We'll also provide a catered lunch so everyone can participate!

Week 3: Thanksgiving (Nov 27th)

Happy Thanksgiving! No office event this week.

Week 4: Winter Market & Holiday Party

Date: Wednesday, December 3rd

Time: 3:00 PM – 5:30 PM

Location: Office break room & common areas

Details: Winter market, food, affogatos and a white elephant exchange. If you'd like to participate in the white elephant gift exchange, [please sign up](#) using this form so we can plan accordingly. *Please note: this event is employees-only; unfortunately, no plus-ones are permitted.*

Can't wait to celebrate with you! See you there. Please let us know if you have any questions.

[SETUP] Program architecture / Four weeks exploring seasonal traditions across cultures, culminating in an immersive winter market.



Before



Build



After

[SET LAB] Spatial transformation / An everyday conference room became the final chapter of the winter series.



[Watch video online](#)

[PARTICIPATION] Pasta making / A shared task made collaboration physical and playful.



[Watch video online](#)

[LEARNING] Kids Day / A balloon powered car turned basic engineering into play.



[MAKING] Floral workshop / A quieter creative format for learning through material and composition.

[What this demonstrates](#)

I can identify an emotional need, build a creative format around it, and create the systems that make the experience repeatable, not just beautiful once.

MY ROLE

Experiential programming · Creative production · Program operations · Vendor + budget management

Into the Kelp Forest

A living network beneath the surface, experienced through art, science, and a shared table.

Partner Our Collective Foods × Olivewood Gardens | Date August 8, 2026 | Location Olivewood Gardens



[Watch video online](#)

Oriana Poindexter / Cyanotype canopy Movement became part of the environment

01 / Opportunity

From ingredient to ecosystem.

Into the Kelp Forest reframed kelp as more than an ingredient. The experience invited guests to encounter it as a living system connecting ocean, art, science, and food.

02 / Direction

Move from observation to connection.

Field and lab research informed a visual language of specimens, translucency, movement, and scale. That language shaped a guest journey from discovery in the garden to a shared table.

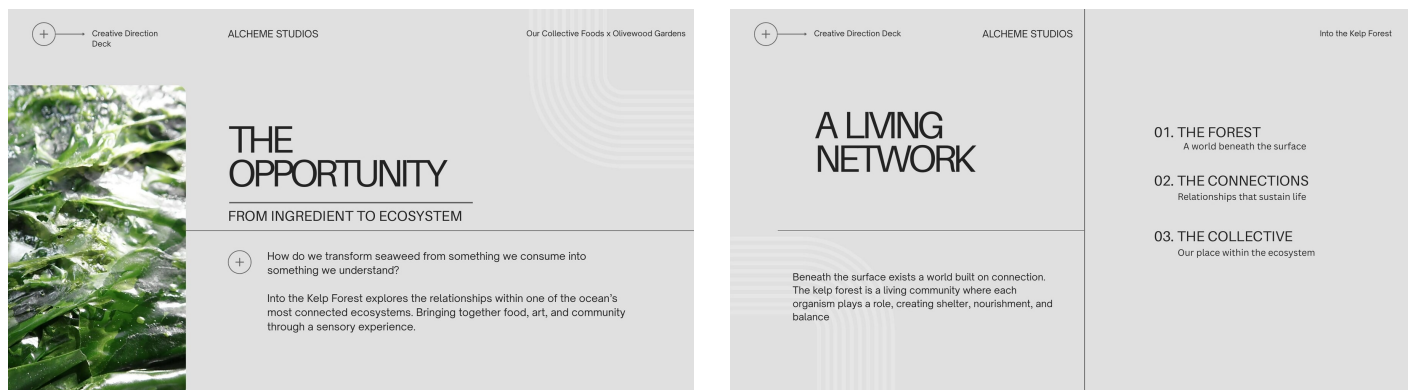
03 / Production

Build the network in real space.

I supported development through onsite delivery, coordinating collaborators, installation details, educational touchpoints, guest flow, and the culminating three course family style dinner.

The concept began as a living network.

The direction deck moved the idea beyond kelp as an ingredient and defined the experience as a connected ecosystem of forest, relationships, and collective participation.



[DIRECTION] Selected working pages / Defining the shift from ingredient to ecosystem and the experience pillars that followed.



[RESEARCH] Lab and archive study / Scale, anatomy, and specimen form shaped the visual language.

The experience journey

Research became a sequence.

01 Enter the forest Garden + ocean / Discovery begins · 02 Trace the connections Art + science / Relationships become visible · 03 Join the collective Shared table / Participation completes the ecosystem

A canopy built to move.

Oriana Poindexter installed cyanotype panels across the garden. Wind animated the silk, turning a visual treatment into a shifting spatial environment.



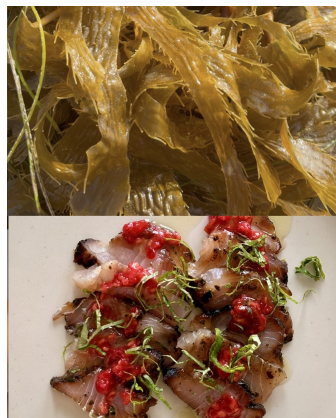
[Watch video online](#)

[SETUP] Oriana Poindexter / Cyanotype installation The wider frame preserves the making: ladder, unfinished tables, and the artist adjusting the work before guests arrived.

[Ingredient](#) / [Course](#)

The ecosystem returned to the plate.

Ingredient and course diptychs made the culinary translation visible without separating the meal from its source.



[PAIRING 01] Kelp / Seaweed cured ahi



[PAIRING 02] Sea lettuce / Ingredient translated into the course



[SHARED TABLE] Join the collective The journey resolved at a communal meal where ingredient, ecosystem, and conversation met.

What this demonstrates

I know how to help a layered creative concept stay coherent across collaborators, mediums, guest touchpoints, and live execution.

MY ROLE

Experience development · Visual direction · Partner coordination · Onsite production

Cross Pollination

An extension to Our Collective Foods' In Bloom , using pollination as a metaphor for how ingredients, people, ideas, and disciplines make one another possible.

Partner Our Collective Foods | Year 2026



In Bloom / Garden to table environment Photography + visual direction

01 / Context

Extend the theme into a connective idea.

Our Collective Foods developed In Bloom , a multisensory food experience exploring pollination through ingredients, ecosystems, and exchange.

02 / Concept

Give the exchange a metaphor.

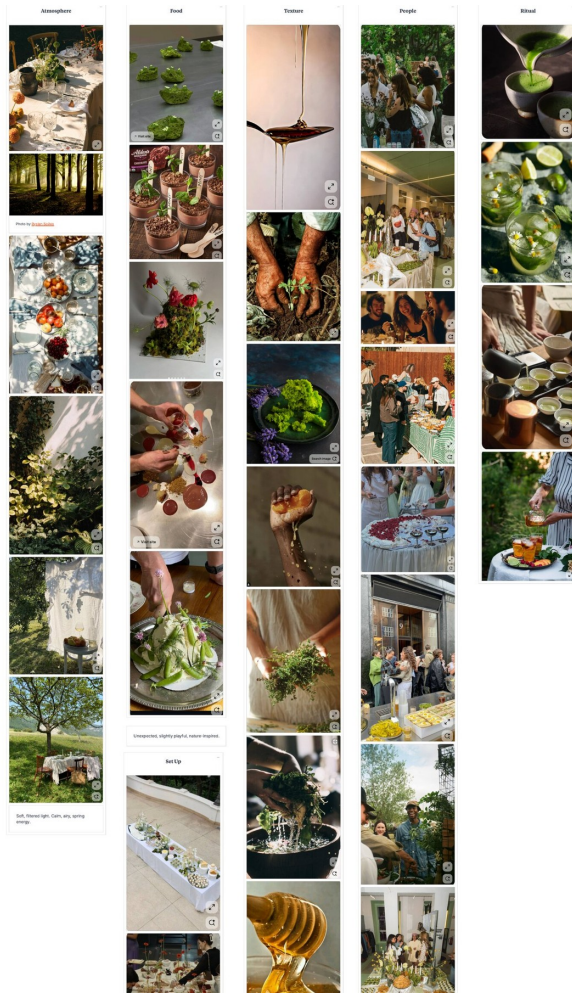
The original event was In Bloom , developed by Our Collective Foods around pollination. As the experience brought together multiple vendors, makers, disciplines, and visiting contributors, I introduced Cross Pollination as the connective metaphor, a shared language for how those parts could influence one another.

03 / Translation

Reveal the experience in fragments.

I carried the idea through moodboarding, visual and spatial direction, vendor coordination, photography, and social content. The experience unfolded gradually, inviting guests to move, interact, and discover connections rather than having everything explained at once.

CROSS POLLINATION / DIRECTION



[SET LAB] Creative direction / Reference imagery shaped the atmosphere, food language, texture, ritual, and movement.

The working premise

A metaphor gives the work a shared language.

Cross Pollination gave the experience a way to travel: between makers and guests, across the garden, and from visual curiosity into active participation.

Discovery · Movement · Exchange · Collaboration

Fragments → Curiosity → Engagement → Desire

The world took shape by hand.

Flowers were sorted, placed, and adjusted onsite as collaborators translated the visual treatment into a living garden table.



[Watch video online](#)

[SETUP] Building the table The wide frame reveals the full spatial system: multiple stations, repeated floral gestures, and the hands coordinating them.



[SET LAB] Composing asymmetry Loose stems, varied height, and visible movement kept the environment organic rather than overly styled.



[MATERIALS] Before placement The palette was staged in fragments before individual stems entered the wider composition.



[Watch video online](#)

In Bloom / Movement + discovery The farm tour Guests moved through the growing environment before returning to the table, making the ecosystem part of the experience, not just its backdrop.



[Watch video online](#)

In Bloom / The whole room The room in motion A moving record of the people, gestures, dishes, and exchanges that made the experience feel alive.

Food did not always announce itself as food. Familiar forms were rearranged to slow people down, reward a closer look, and turn tasting into discovery.



[Watch video online](#)

01 / Visual misdirection The bird's nest An edible form that reads first as sculpture, then as an invitation to look again.



[Watch video online](#)

02 / An edible environment Moss cake A moss inspired texture is arranged as a landscape: botanical in appearance, edible in reality.



03 / The reveal A garden you can eat Miniature plant pots continued the visual trick: something botanical in appearance, dessert in reality.



[Watch video online](#)

04 / Ritual Honey in motion A small tactile gesture made pollination visible without extra explanation.



[Watch video online](#)

05 / Collaboration Many hands, one world The concept held across vendors, dishes, styling, and service, one careful gesture at a time.



06 / Exchange The table comes alive The final composition was not complete until people entered it.

[What this demonstrates](#)

I can enter an existing idea, find the conceptual thread that makes it richer, and translate that thread across physical and visual touchpoints.

[MY ROLE](#)

Concept development · Experiential production · Visual + spatial direction · Content storytelling

Color Has a Memory

A self-initiated editorial study of how color changes the way a place is remembered.

Focus Creative Direction · Photography · Editorial Sequencing | Medium Digital Photography · Moving Image · 1:1 Carousel | Locations Japan · Italy · Eastern Sierra · Oaxaca | Status Independent / Ongoing

01 / Premise

Color becomes a wayfinding system.

Across places and moments, I noticed that color often remained more vivid than geography. Red held heat, enclosure, and ritual. Blue held distance, air, and movement.

02 / Edit

Sequence by sensation, not destination.

The photographs are edited by chromatic rhythm: compression gives way to openness, saturated red dissolves into blue, and architecture shifts into atmosphere.

03 / Outcome

An authored visual language.

The resulting square sequence turns personal photography into an editorial system, demonstrating image selection, cropping, pacing, color direction, and narrative restraint.

The direction is visible in the edit.

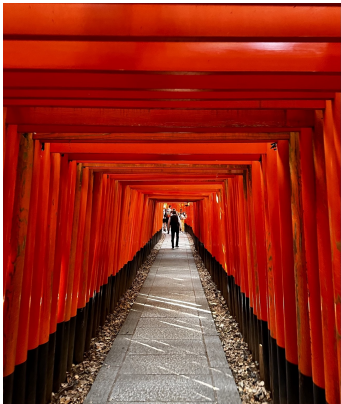
Recurring color and shifts in scale guide a deliberate transition from enclosure to release.



01 / Signal



02 / Object



03 / Rhythm



04 / Witness



05 / Transition



06 / Release

[SEQUENCE] A six-frame edit testing repetition, contrast, human scale, and the red-to-blue transition.



Signal red Vermilion Oxide Natural dye Cobalt Distance blue

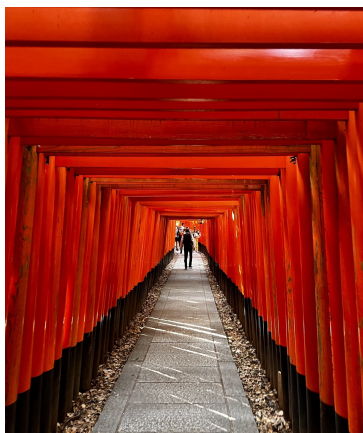
[PALETTE] Colors sampled from the edit become the organizing device rather than decorative accents.



Color Has a Memory A study in chromatic recall



01 / Red as object Color occupies space.



02 / Red as rhythm Repetition becomes memory.



03 / Red as witness The body completes the field.

COLOR HAS A MEMORY / FROM HEAT TO DISTANCE



04 / Transition Pigment becomes material.



05 / Blue as scale The frame opens.



[Watch video online](#)

06 / Blue as motion Memory refuses to stay still.



07 / Distance Color recedes into atmosphere.

What it demonstrates

An ability to originate a visual thesis, identify its strongest evidence, and translate personal photography into a coherent editorial system.

MY ROLE

Creative Direction · Photography · Image Editing · Editorial Sequencing

Material Inheritance

Attention is a creative practice. In Oaxaca, I photographed the relationship between material and maker: pigment becoming fiber, thread becoming pattern, and clay taking shape by hand.

These observations inform how I work with color, texture, and atmosphere.



Clay + gesture Form shaped by hand



[Watch video online](#)

Weaving study Repetition held in the body



Process detail Pigment enters the fiber



Workshop study Clay, color + working space

[About](#)

A creative eye. A producer's brain.

I'm Nadia Nsotaku, a creative producer and experience designer working between the first spark of an idea and the moment people step inside it.

My path into creative work is unconventional and useful. A background in operations taught me how to build structure, anticipate friction, earn trust across teams, and carry an idea through the hundreds of decisions between concept and reality.

Through AlcheMe Studios, my independent creative practice, I explore how story, space, food, culture, and visual language can shape what people feel. I'm drawn to work that makes ideas tangible and turns participation into connection.

[Concept development](#)

[Creative production](#)

[Experience design](#)

[Art direction](#)

[Visual storytelling](#)

[Creative operations](#)

[Let's make something people remember](#)

Have an idea? Let's give it a world.

Available for creative production, art direction, brand experiences, and experience design.

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