

Alfred (Daniel) Dickson

Creative leadership · Los Angeles

Creative director and design leader working across brand systems, product surfaces, and technology storytelling. The work turns complexity into usable creative direction: systems, frameworks, campaigns, and team practices that help organizations show up with clarity and trust.

EXPERIENCE

2024–Present
Los Angeles

Apple TV Sports · Creative Lead, Sports Broadcast and Product Featuring

Creative direction for live sports on Apple TV, MLS and Friday Night Baseball, across the broadcast and the featuring moments on the product. Design direction for featuring and broadcast packages, carried from concept through air with in-house design, regional teams and outside vendors. Put the operating model behind it, guardrails, templates and tooling, so a full season of work holds to one standard with fewer hands.

2021–2024
Los Angeles

Apple Music · Creative Lead

Brand and design systems for Apple Music Radio, Apple Music Live, and the holiday and artist-led radio programs. Directed in-house and agency partners (Gretel NY, Order, Grand Army), guided global campaigns, defined scalable storytelling frameworks, and built systems that improved creative speed, consistency, and visibility across disciplines.

2019–2021
San Francisco

Google Cloud · Design Lead

Guided the brand transformation that aligned Cloudstyle with the Progress strategy. Developed storytelling frameworks for the business impact of cloud and AI transformation and designed scalable creative systems for marketing and sales, improving clarity and trust across complex B2B communication.

2015–2019
New York

Vevo · Creative Director

Brand development for major music franchises and product initiatives, in collaboration with artists and cross-functional teams. Partnered with leading creatives on campaigns that amplified Vevo's presence and introduced operational frameworks that supported growth, efficiency, and creative scale.

2012–2015
New York

Tribeca Film · Creative Director

Directed design across the Tribeca Film Festival, Tribeca Film, and Tribeca Digital Studios. Built and led the in-house design and production team, oversaw the brand's evolution, and strengthened storytelling coherence across every audience touchpoint.

2002–2012

Early career · Nickelodeon, Cartoon Network, Vertis, Matlock A+PR
Broadcast, brand, and identity work spanning entertainment and corporate environments. Campaigns for Nickelodeon including the Kids' Choice Awards and Worldwide Day of Play, recognized for integrated motion and identity systems; design and marketing systems for Coca-Cola, Delta, and Dell across print, packaging, and on-air.

HOW I WORK

Framing

Find the shape of the problem before rushing toward output. Clear framing turns scattered signals into shared direction.

Systems

Design systems, templates, and creative practices that give teams room to move without losing coherence.

Trust

Craft, clarity, and restraint that make complex ideas easier to understand and easier to believe.

Translation

Working between technology, culture, business, and audience, turning abstract or technical ideas into surfaces people recognize and use.

EXPERTISE

Creative direction

Brand systems and frameworks

Brand platform development

Creative operations and governance

Broadcast and motion design

Campaign direction

Live events and activations

Product and platform surfaces

Building in-house teams

Agency and partner direction

AI-assisted design workflows

Tool development for QC, art and motion generation

Editorial and content direction

Writing

Figma

Adobe CC

EDUCATION & RECOGNITION

Yale School of Management, Business Perspectives for Creative Leaders

Georgia State University, BFA, Visual Communication

Emmy Award · Type Directors Club · AIGA Archives · Communication Arts · BDA Gold and Silver

CONTACT

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