Alfred (Daniel) Dickson

Creative leadership · Los Angeles

I'm a creative director and design leader. I set creative direction and build the conditions that help people carry it forward. My work spans brand, product, campaigns, and live experiences, bringing together a clear point of view, shared tools, and ways of working. Through Field of Action, I extend this practice through writing, research, and experiments in how design shapes perception, participation, and the capacity to act.

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 less manual production.

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.

INDEPENDENT PRACTICE

Los Angeles

Field of Action · Founder

Independent creative practice bringing together writing, research, and working experiments. I investigate how design shapes what people notice, how they participate, and what they are able to do. The work includes Relational Design, published memos and field notes, and experimental instruments that make these questions tangible.

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

alfred@daniel-dickson.org · Los Angeles · LinkedIn · Substack