

Peter Dickinson

Brand AI and Motion Leadership

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Currently

Surface, Founder · Fractional Brand and Motion Leader

Previously

Skyscanner, Tribal DDB, Ogilvy, Zag, AKQA, Vodafone, Nike, VW, JLR, Adidas, Imagination, Palantir

Profile

I build the creative systems that allow brands to move with purpose, coherence, and scale. Over 20 years across global agencies, post-production, and in-house at Skyscanner as Global Head of Motion. Now founder of Surface, a web-based motion tool for brands.

My work sits at the intersection of craft, systems thinking, and emerging technology: designing motion languages, AI-assisted workflows, and creative operations that connect brand identity to product experience at scale.

I believe the strongest creative systems are architecturally sound, operationally scalable, and built to evolve alongside the technology around them.

Core Capabilities

Motion strategy and system design

Scalable motion languages across product, campaign, and digital environments.

Creative operations leadership

Tooling, process design, and governance for creative teams at scale.

Cross-functional creative direction

Motion and brand creative led across product, marketing, and engineering.

AI-assisted creative workflows

AI-powered production systems that scale output without losing brand coherence.

Brand and visual systems

Brand identity translated into dynamic, multi-surface design systems.

Founder and product thinking

Digital products built at the intersection of motion design and emerging technology.

Experience

Animo Apps

Co-Founder / CEO

Jan 2016 to Present

Building products at the intersection of motion design and emerging technology.

- **Surface** (2026 to present) — Web-based motion tool for brands: brand, product, and motion system in one place, from composition to export. Designed, built, and shipped end to end; live with subscriptions. [surface-motion.com](#)
- **Quint** (2025 to present) — Motion systems platform for brands at scale. Building the future of intelligent motion for brands, combining AI with motion system logic to make brand motion scalable, consistent, and creatively coherent.
- **Plays** — Mobile-first animation tool for creators producing motion content across social platforms. Led product vision, UX direction, and creative strategy from concept to app store. [apps.apple.com](#)

Skyscanner

Global Head of Motion · Edinburgh / Remote

Feb 2023 to Jun 2026

Led motion strategy and creative systems for one of Europe's most recognised travel technology brands.

- Architected Skyscanner's motion design system from the ground up: establishing the principles, components, and governance that define how the brand moves across product, marketing, and communications globally, keeping agencies, suppliers, and internal teams on brand without friction.
- Led deep AI exploration to build tools that transformed production capacity. Reduced large-scale campaign production times from 30 to 40 days down to 7 days across multiple global markets, with a small team.
- Designed and implemented AI-assisted creative workflows integrating generative and automation tooling into motion production, enabling the team to ship faster and at greater scale without increasing headcount.
- Partnered with senior leadership to connect motion system thinking to broader brand and product strategy, translating creative complexity into clear commercial value.

Selected Clients

Nike, Adidas, Google, Palantir, Dyson, Vodafone / VOXI, EE, Chanel, Hermes, O2, Volkswagen, Harvey Nichols, Habitat, Westfield, JLR, Mini, First Direct, BBC, Sky, CNN, MTV, Virgin, Paramount Pictures, Warner Bros, Channel 4, Channel 5, Bloomberg, Rolls Royce, McLaren.

Education

Dartington College of Arts

BA Hons, Visual Performance

Stewarts Melville College

Motion System Development

Designing scalable motion languages and creative frameworks for globally recognised organisations.

Zag Motion Director · Oct 2021 to Oct 2022

Worked with the Zag team to shape the complete motion system for the EE rebrand, defining the motion language, principles, and components across brand and communications.

Ogilvy Motion Director · Apr 2016 to Apr 2017

Motion direction and motion system design for VOXI by Vodafone, building a motion language for a new digital-first sub-brand from the ground up.

Animo Studio Director · Apr 2014 to Jan 2023 · London

Founded and led Animo Studio as an independent motion design practice, delivering brand, motion system, and campaign work across fashion, technology, sport, and retail. Selected clients: Nike, Adidas, Google, O2, Chanel, Hermes, Harvey Nichols, Habitat, Westfield, VW.

Motion Direction

Senior motion direction across leading creative, digital, and production agencies for globally recognised clients.

fourstrong

Motion Director · Apr 2021 to Feb 2023

Motion direction for Nike and Palantir.

Ogilvy

Motion Director · Apr 2016 to Apr 2017

Motion direction for Vodafone.

Livity

Motion Director · Oct 2016 to Oct 2018

Motion direction for Dyson and Persil.

AKQA

Motion Director · 2015

Motion direction for Nike and Hermes.

Tribal Worldwide

Motion Director · Jan 2013 to Mar 2014

Motion direction for Volkswagen, O2, Adidas, and Fitness First.

Post-Production Foundation

Craft foundations built across the UK's most respected post-production houses, working on title sequences, brand development, and motion design for film, television, and advertising.

Lipsync Post

Senior Motion Graphics Designer · 2006 to 2011

Conceptualised, developed, and delivered title sequences for film and television; art directed for title sequences and brand development.

Smoke and Mirrors

Motion Director · 2011 to 2013

3D motion design for broadcast and advertising clients including The Brits, Milka, and Paddy Power.

Laetro

Motion Director · Jul 2022 to Feb 2023

Motion direction for Sailpoint.

The Brooklyn Brothers

Motion Director · Oct 2018 to Mar 2020

Motion direction for Mini, JLR, and First Direct.

Imagination

Motion Director · Apr 2017 to Apr 2018

Motion direction for JLR.

SapientNitro

Motion Director · 2012

Motion direction for Sky, Rolls Royce, and McLaren.

The Mill

Motion Director · 2012

Motion direction for Virgin and Bloomberg.
