

Dan Ligon, M.F.A.

Advertising, Public Relations, and Design
2085 Colorado Ave
University of Colorado at Boulder
Boulder, CO 80309-0478
dan.ligon@colorado.edu
(720) 295-8413

Education

M.F.A.	Creative Writing	Brown University, 1990
B.A.	English Literature	University of Michigan, 1988

Academic Positions

Associate Teaching Professor, Creative Advertising, Public Relations, & Design The University of Colorado at Boulder	2016 to present
Atlas Faculty Fellow	2018 to present
AIGA Faculty Advisor for CU Boulder	2019 to 2023
Faculty Advisor CU Design Club	2019 to present
Adjunct Professor The Academy of Art College San Francisco	1995 to 1997
Teaching Assistant Literary Arts Program Brown University	1989 to 1990

Teaching

Courses Taught

University of Colorado, Boulder
Undergraduate

History of Advertising
Content Creation
Creative Concepting II
Creative Concepting I (required)
Creative Portfolio I (required)
Copywriting I (required)
Story Design I
Video Design
Media Design Portfolio I (required)
Media Design Portfolio II
Making Ideas Happen
Creative Concepts (required)
Design for Digital
Intermediate Concepts
Making Ideas Happen
Creative Portfolio 1
Creative Portfolio 2

Academy of Art College

Portfolio

Brown University

Beginning Creative Writing
Intermediate Creative Writing

APRD Curriculum Additions & Revisions

Co-architect of Creative Masters' Program

2024-2025

APRD Faculty Lead, Creative Track

2023-2024

Led Development of the undergraduate Creative Track

2023-2024

Developed the undergraduate Media Design Track

2017-2019

Creative Concepting I

Revised course, syllabus & content

Copywriting I

Co-created course & syllabus

Concept Design	Created course, syllabus, & content
Visual Design	Co-created course & syllabus
Video Design	Created course, syllabus & content
Media Design Portfolio I	Created course, syllabus, & content
Media Design Portfolio II	Created course, syllabus, & content
Design for Digital upper division elective	Created course focus & content
Making Ideas Happen special topic	Created course focus & content
 <i>Other Teaching</i>	
"Designing Breakthrough Advertisements"	CU Coursera Specialization 2023 to present
"Standing out from the Crowd"	Workshop CU Athletics Fall 2021
"Be Your Own Agency"	Workshop, CU South Denver 2018
"Bootstrap Video Design"	Workshop, CU South Denver 2017
"Creativity Workshop for Dean's Scholars"	Workshop, Spring 2017
 <i>Independent Studies</i>	
"Introductory Portfolio Development"	undergraduate Fall 2025
"Introductory Portfolio Development"	undergraduate Spring 2024
"Introduction to Creative Direction"	undergraduate Fall 2023
"Advanced Portfolio Development"	undergraduate Spring 2023
"Advanced Portfolio Development"	undergraduate Spring 2023

"Introductory Portfolio Development"	undergraduate Spring 2023
"Mobile App Design"	undergraduate Spring 2022
"Advanced Portfolio Development"	undergraduate Spring 2022
"Advanced Video Design"	undergraduate Fall 2022
"Independent Portfolio Development"	undergraduate Spring 2021
"Small Business Design & Development"	undergraduate Fall 2021
"Introduction to Creative Direction"	undergraduate Fall 2021
"Advanced Video Editing & Post-Production"	undergraduate Fall 2021
"Advanced Concept Design"	undergraduate Spring 2020
"Sports Marketing and Promotion"	undergraduate Fall 2019
"Introduction to Creative Direction"	undergraduate Spring 2019
"Introduction to Creative Direction"	undergraduate Spring 2019
"Advertising Copywriting"	undergraduate Spring 2018
"Introduction to Creative Direction"	undergraduate Fall 2018
"Introduction to Creation Direction"	undergraduate Fall 2018
"Role of Social Media in Collegiate Athletics"	undergraduate Fall 2018
"Mobile Application Design"	undergraduate Spring 2017

Professional Development

Introduction to Desire to Learn	OIT, Fall 2016
Ditch the Chalk: Using a Tablet in Lecture	LEAP, Spring 2017
Inclusive Pedagogy Workshop	Fall 2020

Service

Service to the Profession

Creative Advisor Godot Advertising	2023 to present
Board Member AIGA Boulder	Fall 2019 to Fall 2022
Presentation Video "Briefs and Authenticity" Cannes Lions 2018	Summer 2018
Judge, "The Young Ones" The One Show	Spring 2018
Judge, "The Young Ones" The One Show	Spring 2017
Panel Moderator, "Adtech Today" Boulder Startup Week	Spring 2017

Service to the University

Faculty Advisor CU Design Club	Spring 2019 to present
-----------------------------------	------------------------

Service to the College

Primary Investigator, CMCI Student Agency	Fall 2023 – Fall 2024
Host & Moderator, Freshman Workshop "Cultivating Your Creative Community"	Fall 2020

Fellow Atlas Institute	Spring 2018 to present
---------------------------	------------------------

Service to Advertising, PR, & Media Design

Faculty lead, Creative Track	2023 to 2024
Member, Curriculum Committee	Fall 2022 to present
Designer Undergraduate Curriculum & Track Head Media Design Track	Fall 2017 to 2023
Chair, Search Committee for Media Design Instructor	Spring 2020
Member, Executive Search Committee for Chair	Fall 2019 to Spring 2020
Member, Curriculum Committee	Fall 2016 to Spring 2017
Member, Curriculum Committee	Fall 2017 to Spring 2018
Co-Organizer, The Dairy Show	Fall 2016 to Spring 2017
Chaperone and Experience Coordinator Creativity Week, NYC	Spring 2017
Chaperone and Experience Coordinator Creativity Week, NY	Spring 2018
Chaperone and Experience Coordinator CU Adclub, San Francisco	Spring 2018
51 Internships Supervised	Spring 2017 to present

Research

"Further Defining the Idea Ratio" Juried Conference Workshop 19 th Annual Design Principles and Practices Conference	February 2025
"Designing Ideas into Concepts" Juried Conference Presentation 17 th Annual Design Principles and Practices Conference	March 2023
"Anatomy of a Concept" Refereed Workshop Proposal	March 2020

International Conference on Design Principles and Practices

Invention "Rapid Versioning Production and Assembly" January 2019
US Patent Application 62966226

Registered Trademark "A concept is an idea with an insight[®]" August 2021
USPTO Reg. No. 6,480,452

Creative Work

"Lo Siento"
A Strategic Communication Art Installation in Lafayette for Boulder Community Health
Medal Winner The OneClub Denver Spring 2024 to present

"The MoLode App"
Mobile app design and development Summer 2021-Spring 2024

"Blast Off"
:30 Nationally Broadcast TV Commercial
Wrote & Directed TV Commercial for DiaResq August 2018

Student Recognition

Bronze Medal "DuaFlingo" for Duolingo The One Club Denver
2025

Best in Show The One Club Denver
2023

Silver, Campaign The One Club Denver

Gold, Campaign The One Club Denver
2022

Silver, Campaign The One Club Denver
2022

Silver, Campaign The One Club Denver
2022

Bronze, Single	The One Club Denver 2020
Merit, Digital The Young Ones	The One Show 2020
Merit, Experiential The Young Ones	The One Show 2020
Bronze, Out of Home The Young Ones	The One Show 2019
Merit, Out of Home The Young Ones	The One Show 2019
Merit, Experiential The Young Ones	The One Show 2019
Gold, Outdoor The Young Ones	The One Show 2018
Merit, Film The Young Ones	The One Show 2017

Professional Recognition

<p>“Top 15 Campaigns of the 21st Century” Small Business Saturday Credited: Interactive Creative Director</p>	<p><u>AdAdage</u></p>
<p>Gold Pencil, Brand Transformation American Express Credited: Interactive Creative Director</p>	<p>The One Show 2012</p>
<p>Grand LIA, Integrated Campaign Small Business Saturday Credited: Interactive Creative Director</p>	<p>The London International Awards 2012</p>
<p>Grand Prix, Activation</p>	<p>Cannes Lions</p>

Small Business Saturday Credited: Interactive Creative Director	2013
Award for Strategic Excellence in Advertising "Nextpedition" Credited: Interactive Creative Director	Jay Chiat Awards 2013
Best Use of Mobile Technology "Sherpa" mobile app Credited: Interactive Creative Director	National Ski Area Association 2014
Official Selection "Ha Ha Ha America" Credited: Director	Sundance Film Festival 2006
Official Selection "The Real Adventures of GI Joe" Credited: Director	Sonoma Film Festival 2005
Winner and Finalist "Foul Mouth" & "Kind of Place" Credited: Writer	Radio Mercury Awards 1999
Official Selection "One of Those Days" Credited: Writer	Sundance Film Festival 1998
Official Selection "A Fly-by Shooting" Credited: Writer	Sundance Film Festival 1996

Published Commercial Campaigns

"Lo Siento" Strategic Communication Art Installation Credited: Conceptor, Designer	Boulder Community Public Health 2023-present
"Unwanted Adventures" Cable and Broadcast Television Campaign Credited: Writer, Director, Producer	DiaResq 2018
"Sherpa Mobile App"	Copper Mountain

Mobile Application for Android and iPhone Credited: Interactive Creative Director	2016
"Nextpedition" Integrated Campaign Credited: Interactive Creative Director	American Express Travel 2011
"What the Flip" MTV Branded Content Campaign Credited: Associated Creative Director	Flip Video 2009
"The Ditcher" MySpace Widget Credited: Associate Creative Director	DiGiorno Pizza 2008
"Life Takes Visa" Integrated Campaign Credited: Senior Writer	Visa 2007
"The Power of Cool" Integrated Campaign Credited: Senior Writer	AMD Processors 2006
"It's a Palm Thing" Integrated Campaign Credited: Senior Writer	Palm Smartphones 2006
"The North Face Expeditions" Television Series, NBC Credited: Writer	The North Face 1999
"At the Center" Global Television Product Launch Credited: Associate Creative Director	Intel 1998

Professional Experience

Owner Truplicity Boulder, CO	2012 to present
Director of Experience Design	2013 to 2016

Made Movement
Boulder, CO

Interactive Creative Director Crispin, Porter + Bogusky Boulder, CO	2009 to 2012
Associate Creative Director AKQA San Francisco, CA	2007 to 2009
Director Branded Entertainment Y & R San Francisco, CA	2006 to 2007
Executive Creative Director Improved & New Advertising San Francisco, CA	2004 to 2006
Owner featherweight productions San Francisco, CA	2001 to 2005
Senior Writer Blazing Paradigm San Francisco, CA	1998 to 2001
Senior Partner, Creative Director JWT San Francisco, AC	1995 to 1998
Copywriter Woodward & Partners San Francisco, CA	1993 to 1995
Copywriter Saatchi & Saatchi, San Francisco, CA	1991 to 1993