

Dan Ligon, M.F.A.

Advertising, Public Relations, and Media Design
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Education

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

Academic Positions

Professor of Practice, Media Design Advertising, Public Relations, & Media Design The University of Colorado at Boulder	2016 to present
Atlas Faculty Fellow	2017 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	Creative Concepts (required) Design for Digital Intermediate Concepts Making Ideas Happen Portfolio 1 Portfolio 2
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Academy of Art College

Portfolio

Brown University

Beginning Creative Writing
Intermediate Creative Writing

Curriculum Revisions

Design for Digital
upper division elective

Created course focus &
content

Making Ideas Happen
new special topics

Created course focus &
content

Other Teaching

“Be Your Own Agency”

Workshop, CU South Denver

“Bootstrap Video Design”

Workshop, CU South Denver

“Creativity Workshop for Dean’s Scholars”

Workshop, CU Boulder

“The Sherpa Mobile App, from concept to launch”
Guest Lecturer for Harsha Ganga
Guest Lecture for Melinda Cheval
Guest Lecture of Ellen Do

Summer 2016
Spring 2017
Fall 2018

Independent Studies

“Mobile Application Design”

undergraduate

“Advertising Copywriting”

undergraduate

“Introduction to Creative Direction”

undergraduate

“Introduction to Creative Direction”

undergraduate

“Role of Social Media in Collegiate Athletics”

undergraduate

Professional Development

Introduction to Desire to Learn

OIT, Fall 2016

Ditch the Chalk: Using a Tablet in Lecture

LEAP, Spring 2017

Talks & Presentations

“Death of the Sales Message?” CMCI Colloquium	Fall 2016
“Small Business Saturday: Advertising or PR?” CMCI Ignite!	Fall 2016
“Rise of the Robots. Programmatic and Creative” AAA Conference, Boston	Spring 2017
“Think Inside a Box” Atlas Institute	Fall 2018

Service

Service to the Profession

Judge, “The Young Ones” The One Show	Spring 2017
Panel Moderator, “Adtech Today” Boulder Startup Week	Spring 2017
Presentation Video “Briefs and Authenticity” Cannes Lions 2018	Summer 2017

Service to the College

Fellow Atlas Institute	Spring 2018 to present
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Service to Advertising, PR, & Media Design

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

Professional Recognition

Gold Pencil, Outdoor The Young Ones	The One Show 2018
Gold Pencil, Experiential The Young Ones	The One Show 2018
“Top 15 Campaigns of the 21st Century” Small Business Saturday Credited: Interactive Creative Director	<u>AdAdage</u>
Gold Pencil, Brand Transformation American Express Credited: Interactive Creative Director	The One Show 2012
Grand LIA, Integrated Campaign Small Business Saturday Credited: Interactive Creative Director	The London International Awards 2012
Grand Prix, Activation Small Business Saturday Credited: Interactive Creative Director	Cannes Lions 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	Sundance Film Festival

“Ha Ha Ha America” Credited: Director	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 Campaigns

“Unwanted Adventures” Cable and Broadcast Television Campaign Credited: Writer, Director, Producer	DiaResq 2018
“Sherpa Mobile App” Mobile Application for Android and iPhone Credited: Interactive Creative Director	Copper Mountain 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	2012 to present
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Boulder, CO	
Director of Experience Design Made Movement Boulder, CO	2013 to 2016
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