

Dan Ligon, M.F.A.

Advertising, Public Relations, and Media Design
2085 Colorado Ave
University of Colorado at Boulder
Boulder, CO 80309-0478
(415) 517-5770 / dan.ligon@colorado.edu

Education

M.F.A.	<i>Literatura Creanda</i>	Brown University, 1990
B.A.	English Literature	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	2018 to present
AIGA Faculty Advisor for CU Boulder	2019 to present
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

Concept Design
Story Design I
Video Design
Media Design Portfolio I
Media Design Portfolio II
Making Ideas Happen
Creative Concepts (required)
Design for Digital
Intermediate Concepts
Making Ideas Happen
Portfolio 1
Portfolio 2

Academy of Art College

Portfolio

Brown University

Beginning Creative Writing
Intermediate Creative Writing

APRD Curriculum Additions & Revisions

Developed the undergraduate Media Design Track

2017-2019

Concept Design

Created course, syllabus, & content

Visual Design

Co-created course & syllabus

Video Design

Created course, syllabus & content
(migrated special topic Making Ideas Happen to permanent course)

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

Created course focus & content

special topic

Other Teaching

"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

Independent Studies

"Small Business Design & Development"	undergraduate Fall 2021
"Introduction to Creative Direction"	undergraduate Fall 2021
"Advanced Video Editing & Post-Production"	undergraduate Fall 2021
"Independent Portfolio Development"	undergraduate Spring 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

Judge & Client Tasty Design Challenge	November 2021
Board Member AIGA Boulder	Fall 2019 to present
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

Bufs with a Brand NIL Workshop CU Student Athletics	October 2021
Faculty Advisor CU Design Club	Spring 2019 to present

Service to the College

Host & Moderator, Freshman Workshop "Cultivating Your Creative Community"	Fall 2020
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Fellow Atlas Institute	Spring 2018 to present
<i>Service to Advertising, PR, & Media Design</i>	
Designer Undergraduate Curriculum & Track Head Media Design Track	Fall 2017 to present
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
43 Internships Supervised	Spring 2017 to present

Research

"Anatomy of a Concept" Refereed Workshop Proposal International Conference on Design Principles and Practices	March 2020
Invention "Rapid Versioning Production and Assembly" US Patent Application 62966226	January 2019
Registered Trademark "A concept is an idea with an insight®" USPTO Reg. No. 6,480,452	August 2021

Creative Work

"The MoLode App"	Summer 2021
Mobile app design and development, currently under NDA	
"Blast Off"	August 2018
:30 Nationally Broadcast TV Commercial	
Wrote & Directed TV Commercial for DiaResq	

Student Recognition

Bronze Medalist, Duolingo	The One Club Denver 2021
Bronze Medalist, Budweiser	The One Club Denver 2021
Merit, Out of Home	The One Club Denver 2021
Merit, Print	The One Club Denver 2021
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

"Top 15 Campaigns of the 21st Century"
Small Business Saturday
Credited: Interactive Creative Director

AdAdage

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
"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"

Radio Mercury Awards
1999

Credited: Writer

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

"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

<p>“The North Face Expeditions” Television Series, NBC Credited: Writer</p>	<p>The North Face 1999</p>
<p>“At the Center” Global Television Product Launch Credited: Associate Creative Director</p>	<p>Intel 1998</p>

Professional Experience

<p>Owner Truplicity Boulder, CO</p>	<p>2012 to present</p>
<p>Director of Experience Design Made Movement Boulder, CO</p>	<p>2013 to 2016</p>
<p>Interactive Creative Director Crispin, Porter + Bogusky Boulder, CO</p>	<p>2009 to 2012</p>
<p>Associate Creative Director AKQA San Francisco, CA</p>	<p>2007 to 2009</p>
<p>Director Branded Entertainment Y & R San Francisco, CA</p>	<p>2006 to 2007</p>
<p>Executive Creative Director Improved & New Advertising San Francisco, CA</p>	<p>2004 to 2006</p>
<p>Owner featherweight productions San Francisco, CA</p>	<p>2001 to 2005</p>
<p>Senior Writer Blazing Paradigm San Francisco, CA</p>	<p>1998 to 2001</p>
<p>Senior Partner, Creative Director JWT</p>	<p>1995 to 1998</p>

San Francisco, AC

Copywriter

Woodward & Partners
San Francisco, CA

1993 to 1995

Copywriter

Saatchi & Saatchi,
San Francisco, CA

1991 to 1993