

Daniel Cutler

Senior Graphic Designer

Portfolio:

dancutlerdesigns.com

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EDUCATION

Suffolk University

BFA Graphic Design

Rhode Island School

of Design

Game Design and

Animation Certificates

TECHNICAL SKILLS

Design Software:

Adobe Creative Suite, Canva

Motion & Video:

After Effects,
Premiere Pro

UX/UI & Web:

Figma, Wordpress,
Wix, Squarespace, Weebly

AI & Automation:

Claude,
ChatGPT, MidJourney,

Microsoft Copilot, Adobe Firefly

Business Tools:

Microsoft Office

Suite, Keynote, Oracle Eloqua,

Adobe Workfront, Jira, Notion

Mapping & Visualization:

MapMe, MapCreator

HONORS & AWARDS

Going Beyond Awards at JLL

JLLU Capstone,

Design Leadership,

and Project Management

PROFESSIONAL SUMMARY

Design leader who connects visual strategy to business outcomes – influencing \$150M+ in decisions and securing \$15M+ in funding across CRE, higher ed, healthcare, and broadcasting. Leads from brief to boardroom: setting direction, aligning stakeholders, and building scalable systems. AI-integrated workflows deliver 30–45% efficiency gains without sacrificing strategic quality.

EXPERIENCE

Northeastern University | Senior Graphic Designer | Feb 2025 - March 2026 | Boston, MA (Contract)

- Partnered with C-suite to develop executive presentations securing \$15M+ in technology funding; AI-accelerated workflows compressed timelines by 45%
- Led design strategy for an IT division serving 50,000+ users; established visual standards and produced 20+ assets monthly, lifting service awareness by 50%
- Directed creative for institutional events (500+ attendees), achieving 35% attendance growth and 90% satisfaction scores
- Shaped \$5M+ in vendor negotiations via RFP design strategy, cutting production from 2 weeks to 3 days

Jones Lang LaSalle | Graphic Designer | May 2022 - Oct 2024 | Boston, MA

- Led creative strategy behind \$100M+ in property transactions, driving 40% engagement gains (Going Beyond Award recipient)
- Built 15+ custom event and listing websites, generating 25% higher engagement and 30% better lead quality
- Embedded with senior brokers to translate complex analytics into executive narratives, enabling \$50M+ in new business
- Mentored junior designers on presentation strategy and brand standards, raising overall team output quality
- Championed workflow transformation via Adobe Workfront, accelerating delivery by 30% and reclaiming 15+ team hours weekly

Illuminate, Inc | Graphic Designer | Dec 2020 - Apr 2022 | Boston, MA

- Architected WCAG-compliant modular design systems for 50+ digital healthcare courses, cutting production costs 25% and improving learner retention 20%
- Secured \$5M in partnerships through interactive web visualizations that expanded market reach by 50%
- Drove an 18% reduction in course abandonment through iterative UX testing and navigation redesign

GBH | Associate Designer | Oct 2019 - Feb 2020 | Boston, MA (Contract)

- Designed brand systems for 10,000+ event attendees and 2M+ household broadcasts, delivering 100% on-deadline multimedia assets
- Increased audience retention 15-20% for Antiques Roadshow, *FRONTLINE*, and *Explore* through strategic visual identities and responsive web graphics
- Developed event marketing materials for member drives and fundraising galas, contributing to 22% increase in donor participation and recurring memberships

Alexandria Real Estate Equities, Inc. | Graphic Designer | June 2016 - Aug 2019 | Cambridge, MA

- Produced investor pitch decks securing \$50M+ in capital, increasing board engagement by 20%
- Rebranded 30+ properties, driving 20% tenant acquisition growth and 15% ROI improvement in Q1
- Systematized design operations via scalable templates and brand guidelines, cutting turnaround from 5 to 3.5 days and saving \$50K annually

Full experience on LinkedIn.