

# Daniel Cutler

Senior Graphic Designer

**Portfolio:**

[dancutlerdesigns.com](http://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 (Illustrator, InDesign,  
Photoshop, Lightroom), Canva

**Motion & Video:** After Effects,  
Premiere Pro

**UX/UI & Web:** Figma, Adobe XD,  
HTML/CSS, Dreamweaver, Weebly

**AI & Automation:** Claude,  
ChatGPT, MidJourney,  
Microsoft Copilot

**Business Tools:** Microsoft Office  
Suite, Keynote, Oracle Eloqua,  
Adobe Workfront

**Mapping & Visualization:**  
MapMe, MapCreator

## HONORS & AWARDS

**Going Beyond Awards at JLL**

JLLU Capstone,  
Design Leadership,  
and Project Management

## PROFESSIONAL SUMMARY

Senior Graphic Designer who has influenced \$150M+ in business decisions and secured \$15M+ in funding through strategic visual design. 11+ years specializing in presentation design and brand systems with proven ability to increase engagement 40%+. Pioneering AI-augmented design workflows achieving 30-45% efficiency gains while bringing strategic expertise in UX/UI design and emerging motion graphics capabilities

## EXPERIENCE

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

- Secured \$15M+ in technology funding through executive presentations leveraging AI-accelerated workflows, achieving 45% faster production timelines while maintaining strategic quality
- Serve as sole designer for IT division supporting 50,000+ users, delivering 20+ strategic assets monthly that improved service awareness by 50%
- Transform event experiences for Town Halls (500+ attendees) and awards ceremonies, achieving 35% attendance increase and 90% satisfaction scores
- Lead security and safety communications including cybersecurity awareness campaigns and emergency preparedness materials, reaching 50,000+ stakeholders
- Influence \$5M+ in vendor negotiations through persuasive RFPs and collateral, reducing production timeline from 2 weeks to 3 days

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

- Drove \$100M+ in property transactions through innovative marketing collateral, elevating engagement by 40%
- Launched 15+ custom websites for high-stakes events and premium listings, generating 25% increase in user engagement and 30% improvement in lead quality
- Enabled \$50M+ in new business wins by transforming complex property analytics into compelling executive presentations and client pitch materials
- Recognized with Going Beyond Award for design excellence supporting \$100M+ in property transactions through innovative marketing collateral, elevating engagement by 40%
- Accelerated project delivery by 30% by reengineering workflows and implementing Adobe Workfront automation, saving 15+ hours weekly

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

- Reduced production costs 25% by architecting WCAG-compliant modular design systems for 50+ digital healthcare courses while improving learner retention 20%
- Secured \$5M in partnerships and expanded market reach 50% through interactive web visualizations and strategic content
- Transformed complex clinical data into user-friendly web visualizations for healthcare professionals, improving knowledge comprehension scores by 30%
- Optimized user experience for e-learning platforms through iterative testing, reducing course abandonment rates by 18% through improved navigation design

**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**

- Increased operational efficiency by 30% through automated design templates and brand guidelines, reducing turnaround from 5 days to 3.5 days
- Saved \$50K annually through strategic vendor management and contract negotiations
- Improved stakeholder decision-making by 25% by transforming real estate analytics into clear infographics enabling faster investment decisions
- Boosted tenant acquisition by 20% through comprehensive rebranding across 30+ properties, delivering 15% ROI improvement within first quarter
- Secured \$50M+ in capital investments by designing persuasive investor pitch decks, achieving 20% increase in quarterly board presentation engagement

More relevant experience can be found on my LinkedIn profile.