

Daniel Cutler

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Professional Summary

Creative Senior Graphic Designer with 10+ years of expertise in branding, UX/UI design, and crafting high-impact presentations. Skilled in Adobe Creative Suite, Figma, and Weebly, with a proven ability to elevate brand presence and drive multi-million-dollar growth through innovative, strategic design solutions that captivate audiences and deliver results.

Experience

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

- Conceptualized and delivered innovative brochures, marketing center displays, and dynamic websites, driving enhanced client engagement and facilitating \$100M+ in property transactions.
- Spearheaded the development of 15+ tailored websites for events and property listings, achieving a 25% increase in user engagement while upholding brand integrity through tools like Adobe XD, Figma, and Weebly.
- Produced captivating digital and print presentations for property marketing and client proposals, directly influencing \$50M+ in successful client pitches by blending strategic storytelling with high-impact design.
- Optimized workflows in JLL's Sales Enablement Accelerator Group, accelerating business development project turnaround times by 30% using Adobe Workfront and Microsoft Teams, as well as creating standardized templates for future use.
- Strengthened public speaking and presentation abilities through active involvement in Toastmasters, bolstering team confidence in client-facing scenarios and mastery of digital tools.
- Acted as both mentor and protégé in JLL's mentorship program, coaching five team members on Adobe Creative Suite and digital design, while fostering personal and professional growth.

Illuminate, Inc | Graphic Designer | December 2020 - April 2022 | Boston, MA

- Revamped content production workflows by establishing reusable design templates for digital learning modules, cutting production time by 25% and maintaining consistent design quality.
- Partnered with subject matter experts to transform complex healthcare topics into visually compelling and digestible modules, increasing comprehension and retention by 20%.
- Led usability testing for the Learning Management System platform, implementing user insights to improve navigation and accessibility, reducing drop-off rates by 15% and boosting session durations by 10%.
- Designed cross-platform ad campaigns, incorporating static and animated visuals that increased click-through rates by 35% and drove a 20% rise in webinar attendance.
- Elevated data-driven presentations with interactive design elements, amplifying audience engagement metrics by 40% and securing \$5M+ in new client partnerships.
- Monitored and analyzed ad performance metrics to refine visual content, achieving a 50% increase in LinkedIn post impressions and expanding reach within the healthcare sector.

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

- Enhanced efficiency by developing standardized templates for presentations and marketing collateral, reducing production times by 20% and increasing project throughput by 30%.
- Managed vendor collaborations to produce premium-quality print materials, ensuring 100% on-time delivery while cutting production costs by 15% through effective negotiation.
- Crafted bespoke infographics and visual assets to present complex data in an accessible format, improving stakeholder comprehension of market trends by 25% and boosting presentation engagement by 10%.
- Partnered with cross-functional teams, including property managers, finance teams, and external agencies, aligning creative strategies with corporate objectives and improving project alignment by 20%.
- Led rebranding efforts for marketing initiatives, integrating modernized design elements that elevated tenant inquiries by 20% and improved ROI by 15%.
- Conducted competitive analysis to benchmark Alexandria's digital assets against industry standards, introducing cutting-edge design solutions that increased market share by 10%.
- Designed investor and C-suite pitch decks with compelling visuals and data-driven narratives, securing over \$50M in investments and increasing stakeholder engagement by 20% during quarterly reviews.

Contract Experience

GBH | Associate Designer | October 2019 - February 2020 | Boston, MA

- Designed dynamic digital screens for WGBH and Boston Public Library events, increasing audience engagement by 30% through visually impactful displays.
- Created print and social media assets for nationally televised WGBH News debates, ensuring brand consistency and delivering 100% on-time delivery of high-quality visuals using Adobe Creative Suite.
- Produced graphical elements for renowned series, including Antiques Roadshow and FRONTLINE, enhancing viewer experience and strengthening series branding, contributing to a 15% increase in viewer retention.
- Led design for Explore magazine advertisements, resulting in a 20% boost in readership and enhanced brand visibility.

Wayfair | Graphic Production Associate | November 2015 – May 2016 | Boston, MA

- Delivered high-quality product images for Wayfair's online platform, achieving a 25% improvement in visual accuracy and supporting higher conversion rates through optimized presentation.
- Developed cohesive visual and written content for product launches, collaborating with copywriters and marketing teams to increase conversion rates by 15%.

Harpoon Brewery | Graphic Designer | November 2015 | Boston, MA

- Designed advertisements for new product launches across social media and print, driving a 20% increase in product sales.
- Reinforced brand identity by customizing packaging designs, resulting in a 15% increase in customer brand recognition.

Jones Lang LaSalle | Graphic Designer | August - September 2015 | Boston, MA

- Designed impactful client presentations, simplifying complex information into visually compelling content, directly influencing over \$10M in client deals.
- Contributed to custom branding initiatives, ensuring consistent messaging across channels and supporting a 20% increase in brand alignment and client satisfaction.

Unidine Corporation | Graphic Designer | April - August 2015 | Boston, MA

- Designed 100+ unique deliverables monthly, including advertisements, brochures, and social media graphics, improving campaign effectiveness and boosting client engagement by 25%.
- Developed presentations and promotional materials, aligning with marketing strategies to enhance brand visibility and contributing to a 15% increase in lead generation.

Boston Realty Advisors | Graphic Designer | March - April 2015 | Boston, MA

- Created web ads and brochures showcasing properties and services, enhancing online visibility and increasing client outreach by 20%.
- Contributed to custom branding projects, ensuring consistency across all materials, supporting a 10% increase in client retention.

Elkus Manfredi Architects | Junior Graphic Designer | October 2014 – February 2015 | Boston, MA

- Enhanced the visual identity for the 2024 Boston Olympic proposal books by working within an existing brand framework in collaboration with design and marketing teams. Partnered with a multidisciplinary team to align materials with branding guidelines and meet tight IOC submission deadlines, achieving a 100% on-time delivery rate.
- Designed and developed visually compelling websites and brochures, enhancing client outreach and increasing engagement by 15%, while maintaining brand consistency and effectively communicating key marketing messages.

Education

Suffolk University | BFA Graphic Design

Professional Certificates

Rhode Island School of Design | Game Design and Animation Certificates Completed 2010

Technical Skills

Illustrator | Indesign | Photoshop | Lightroom | Dreamweaver | Premier Pro | Figma | Microsoft Office Suite
Canva | Keynote | MapMe | MapCreator | Oracle Eloqua | Weebly | MidJourney | ChatGPT | Adobe AI

Honors & Awards

Going Beyond Award At JLL

AI generated images for JLL Las Vegas Showcase | Collaboration with peers for JLLU Capstone