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 (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro), Figma, Canva

UX/UI & Web: Figma, Adobe XD, HTML/CSS/JavaScript (developing), Dreamweaver, Weebly

Motion & Video: After Effects (developing), Premiere Pro

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 with 11+ years delivering high-impact visual solutions that drive measurable business results. Specialized in presentation design, brand systems, and stakeholder engagement, with proven expertise increasing engagement by 40% and influencing $150M+ in decisions. Currently expanding into UX/UI design and motion graphics while integrating AI workflows (Claude, Copilot, MidJourney) to accelerate production by 45%. Expert in Adobe Creative Suite, Figma, and emerging web technologies.

EXPERIENCE

Northeastern University | Lead Graphic Designer | Feb 2025 - Present | Boston, MA (Contract)

- Secured $15M+ in technology funding through C-suite presentations using AI-accelerated workflows (Copilot, Claude), driving 40% increase in stakeholder engagement
- Execute complete creative output for IT division delivering 20+ monthly assets, improving service awareness by 50% across 10,000+ users
- Transform event experiences for Town Halls (500+ attendees) and awards ceremonies, achieving 35% attendance increase and 90% satisfaction scores
- Accelerate production by 45% integrating AI tools with Adobe workflows, enabling same-day turnaround for urgent CIO briefings
- Lead cybersecurity awareness campaigns including Cyber Husky Challenge and Cybersecurity Awareness Month, designing educational materials and signage reaching 50,000+ stakeholders
- Collaborate with NUPD on emergency preparedness communications, creating actionable visual materials for campus safety initiatives serving 30,000+ community members
- 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 including interactive brochures and conversion-optimized websites, 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
- Influenced $50M+ in won business by transforming complex property analytics into compelling C-suite presentations through strategic visual storytelling
- Accelerated project delivery by 30% by reengineering workflows and implementing Adobe Workfront automation, saving 15+ hours weekly
- Mentored 5 junior designers in Adobe Creative Suite mastery, achieving 100% team certification through bidirectional mentorship program

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

- Reduced production costs 25% by architecting 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 data-driven LinkedIn content strategies
- Designed 200+ educational assets for medical training programs, creating infographics, interactive diagrams, and multimedia content ensuring WCAG accessibility compliance
- Transformed complex clinical data into user-friendly web-based 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
- Created broadcast graphics and title cards for multiple Emmy Award-winning programs, maintaining brand consistency across television, web, and social platforms
- Developed event marketing materials for member drives and fundraising galas, contributing to 22% increase in donor participation and recurring memberships
- Collaborated with producers and editors on rapid-turnaround graphics for breaking news coverage and documentary series, meeting live broadcast deadlines

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EXPERIENCE

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 ensuring 100% on-time, premium-quality delivery
- 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
- Captured 10% market share growth through competitive design analysis and industry-leading visual strategies differentiating portfolio positioning

Wayfair | Graphic Production Associate | Nov 2015 – May 2016 | Boston, MA (Contract)

- Enhanced e-commerce conversion by 25% through precision optimization of 500+ weekly product images, reducing return rates through quality standards
- Increased product launch success by 15% orchestrating cross-functional collaboration for cohesive omnichannel campaigns

Harpoon Brewery | Graphic Designer | Nov 2015 | Boston, MA (Contract)

- Generated 20% sales lift for new product launches through integrated campaigns across social, print, and POS materials
- Strengthened brand recognition by 15% by redesigning packaging systems balancing heritage with modern appeal across 500+ retail locations

Jones Lang LaSalle | Graphic Designer | Aug - Sept 2015 | Boston, MA (Contract)

- Influenced $10M+ in closed deals by transforming real estate data into persuasive C-suite presentations, reducing decision time by 30%
- Improved brand consistency by 20% through comprehensive design guidelines ensuring unified messaging across 15+ client touchpoints

Unidine Corporation | Graphic Designer | Apr - Aug 2015 | Boston, MA (Contract)

- Delivered 100+ monthly design assets driving 25% increase in campaign engagement and qualified lead generation
- Accelerated lead generation by 15% through strategic presentation templates and promotional materials aligned with marketing campaigns

Boston Realty Advisors | Graphic Designer | Mar - Apr 2015 | Boston, MA (Contract)

- Expanded digital reach by 20% through conversion-optimized web advertisements showcasing portfolio value to target investors
- Increased client retention by 10% establishing consistent brand architecture across all marketing touchpoints

Elkus Manfredi Architects | Graphic Designer | Oct 2014 – Feb 2015 | Boston, MA (Contract)

- Contributed to Boston 2024 Olympic bid proposal collaborating with cross-functional teams to deliver 500+ page IOC submission with 100% compliance
- Elevated client acquisition by 15% through responsive websites and premium brochures effectively communicating architectural vision