

# 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, 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 with 11+ years connecting visual strategy to measurable business outcomes across CRE, higher ed, healthcare, and broadcasting. From brief to boardroom – influencing \$150M+ in decisions, securing \$15M+ in funding, and delivering 30-45% efficiency gains through AI-integrated workflows.

## EXPERIENCE

**Legends Global | View Boston | Multimedia Graphic Designer | May 2026 - Present**  
Boston, MA (Contract)

- Produce high-impact OOH signage, print collateral, digital display ads, and social content for a premier 360° observation deck and hospitality attraction at the Prudential Tower
- Design across all guest touchpoints – box-office signage, in-venue menus, marketing brochures, and Instagram posts – maintaining a vibrant brand aesthetic within strict brand guidelines
- Execute light motion and animation work for digital displays; collaborate with creative leads, project managers, and stakeholders to deliver polished assets on schedule
- Maintain organized asset libraries and template systems for efficient team handoff and reuse

**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 40% better lead quality
- Embedded with senior brokers to translate complex analytics into executive narratives, enabling \$50M+ in new business
- 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; drove 18% reduction in course abandonment via iterative UX testing

**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 across *Antiques Roadshow*, *FRONTLINE*, and *Explore Magazine*
- Developed event marketing materials for member drives and fundraising galas, contributing to 22% increase in donor participation

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

- Produced investor pitch decks securing \$50M+ in capital
- Rebranded 30+ properties, driving 20% tenant acquisition growth,
- 15% ROI improvement, and saving \$50K annually via systematized templates and brand guidelines

Full experience on LinkedIn.