

# Daniel Cutler

Senior Graphic Designer

## Portfolio:

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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 (developing), Premiere Pro

**UX/UI & Web:** Figma, Adobe XD, HTML/CSS/JavaScript (developing), 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 400%. Integrating AI workflows with traditional design expertise while expanding into UX/UI and motion graphics.

## EXPERIENCE

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

- Secured \$15M+ in technology funding through AI-accelerated C-suite presentations, achieving 45% faster production and enabling same-day turnaround for urgent CIO briefings
- Serve as sole designer for IT division, delivering 20+ monthly assets that improved 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
- 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
- Influenced \$50M+ in won business by transforming complex property analytics into compelling C-suite presentations
- 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.