

Joel Daniel Guttman

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Leader in Experience Design, with a demonstrated history working in site planning, themed entertainment design, hospitality design and commercial space planning. Strong ability to work through design challenges using strategic planning and value-added design. Expert in space optimization and guest emersion. Holds a bachelors of Urban Design and candidate for MBA.

*AutoCAD	*Adobe Suite	*Concept Design	*Project Management
*SketchUp	*Revit *Rhino	*Attraction Design	* Master Planning

PROFESSIONAL EXPERIENCE

AutoNation	Fort Lauderdale, FL
Sr. Manager of Design	2022-2025

- Managed team of third-party architects, engineers and contractors
- Designed, created and executed an immersive showroom experience for AutoNation USA concept, with an annual spend of \$150 million
- Created corporate standards guide or DCD (Design Control Document) for use and reference across all future projects at over 300 AN Dealerships and properties
- Presented weekly to executive leadership for capital approvals
- Responsible for design of east coast dealerships including luxury properties such as Audi and Mercedes

The Home Depot	Atlanta, GA
Project Manager, Stores Environment	2020-2022

- Managed team of planners in the design and remodel of existing stores per company-wide initiatives
- Served as subject matter expert providing advice and design direction to the new store development leadership team

Herschend Family Entertainment	Peachtree Corners, GA
Project Designer & Planner	2018-2020

- Planed and designed spaces in the Theme Park and Attractions industry.
- Projects ranged from 1,000 square feet to 6 acres and budgets ranging from \$50,000 to \$40 million.
- Worked with cross functional team of internal resources and external vendors to complete multistage multiyear projects.
- Provided value engineered solutions which mitigate costs. Create presentation level visual aids and construction documents.

- Company properties included: Dollywood, Silver Dollar City, Wild Adventures, Newport Aquarium, Adventure Aquarium

Office Depot Corporate

Boca Raton, FL

Sr. Architectural Designer

2016-2018

- Planned and designed commercial retail buildings for ground up, relocations, remodels, and downsizes.
- Responsible for prototype design including Flagship and Store of the Future along with detailed fixture engineering.
- Designed building plans including: the building shell, utilities, electrical, lighting, flooring, and fixture for architectural approval utilizing AutoCAD.
- Built and designed creative solutions for executive team presentations using SketchUp. Create and present weekly presentation to cross functional senior leadership team.

Office Depot Corporate

Boca Raton, FL

Architectural Designer

2015-2016

- Planned, designed and approved placement of fixturing and merchandise for optimal customer impact.
- Developed a 3-D virtual store modeling proposal which was adopted by VP level executives for retail division implementation.
- Worked in a mix team environment with daily interaction to top level management. Daily tools include AutoCAD, SketchUp, ISSC

Architectural Arts by Vathauer Studio

Ft. Lauderdale, FL

Independent Contractor,

2014-2015

- Created digital 3D images from 2D architectural construction drawings using SketchUp and AutoCAD.
- Presented final product for painting and use as architectural selling aids and approvals.
- Projects include domestic and international residential, commercial, and industrial sites.

EDUCATION

Florida Gulf Coast University

Fort Myers, FL

MBA: Expected May 2026

Florida Atlantic University

Boca Raton, FL

Bachelor of Urban Design and Planning

CERTIFICATIONS & AFFILIATIONS

LEAN Management Certification (MIT), 2020

American Planning Association Membership (member since 2012)

Urban Land Institute Membership (member since 2012)