

Joel Daniel Guttman

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Technical Proficiencies

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

Professional Experience

AutoNation

Fort Lauderdale, FL

Sr. Manager of Design

2022-2025

- Led collaborative team of third-party architects, engineers and contractors to oversee end-to-end project development from schematic design to construction completion
- Designed, created and executed an immersive customer experience for the AutoNation USA concept, with an annual spend of \$150 million, ensuring compliance with ADA, life safety and company standards and practices
- Created corporate standards guide or DCD (Design Control Document) for use and reference across all future projects at over 300 AN Dealerships and properties, including design specifications, material requirements, size needs, and construction requirements
- Reviewed, approved and presented design packages to executive teams for capital approvals
- Conducted site visits in conjunction with construction directors to validate construction milestones, architectural compliance, and create punch lists for contractors including: building envelope, FF&E (fixtures, furniture and equipment), landscaping and site lighting, along with coordinating final delivery
- Worked with local jurisdictions to compete entitlements and permitting for new and existing locations
- Developed and executed all design of east coast dealerships including luxury properties such as Audi and Mercedes in accordance with OEM standards

The Home Depot

Atlanta, GA

Project Manager, Stores Environment

2020-2022

- Managed cohesive team of planners in the design and remodel of existing stores per company-wide initiatives, inclusive of brand, safety, ADA and company standards
- Acted as primary point of contact to provide advice and design direction to the new store development leadership team to ensure timely and effective decision processes
- Developed internal brand playbook resulting in an annual top line sales increase of \$300 million annually for a premier brand

Herschend Family Entertainment

Peachtree Corners, GA

Project Designer & Planner

2018-2020

- Planned and designed spaces in the Theme Park and Attractions industry from conceptual design and pre-construction through delivery and opening phases
- Designed and executed projects ranging from 1,000 square feet to 6 acres and budgets ranging from \$50,000 to \$40 million.
- Collaborated and managed cross functional team of internal resources and external vendors to complete multi-stage, multi-year projects.
- Created presentation level visual aids and construction documents for presentation to leadership and shareholder teams for capital approvals.
- Led on-site as-built reviews and site visits at multiple stages throughout projects
- Developed value engineered solutions to mitigate cost and improve guest experience
- 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.
- Developed 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, to 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.

Consultancy:

West Marine (2025): Developed new store concept and 3D visuals for executive reviews and approvals

Moon Valley Nurseries (2025): Providing concept development for future expansion

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)