


Rachael Horner

Multidisciplinary Designer & Illustrator

Digital · Print · Web & UX · Motion Illustration · Email Design

 rachaelhorner.co.uk

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Capabilities

- Art direction & concept development
- Web & UX design
- Paid social & email design
- Campaigns (OOH, digital, print)
- Brand identity design
- Illustration
- Motion design & video editing
- Copy-writing & proof-reading

Software & tools

- Adobe Creative Suite
- Figma
- Canva
- Microsoft Office

Education

BA (Hons) Illustration | 2:1
Falmouth University

A Levels | AAB
Beverley Join Sixth Form

12 GCSEs | A*-A (inc. Maths & English)
Beverley High School

Experience

Aug 2023 – Aug 2025

Boundless by CSMA

Graphic Designer, Print & Digital

Part-time · In-house

Fast paced in-house role creating an evolving mix of campaign, digital, print and motion work for a membership organisation.

- Email, social and paid Meta campaigns across static and motion formats
- Web design and UX improvements across key site pages, working directly with developers
- Illustrated advertising campaigns for member events across socials and email
- End-to-end ownership of new video intro/outro sequences for online events – storyboarded, sourced footage, self-taught After Effects, delivered finished videos
- Acquisition video concept development; created all assets and managed animator hand-off
- Print, packaging and merchandise
- Maintained brand guidelines; presented creative concepts to stakeholders

Jul 2018 – Aug 2021

Responsible Travel

Graphic Designer & Content Editor

FT to PT as freelance grew · In-house

- Redesigned marketing emails, resulting in significantly increased engagement
- Improved UX across key areas of the website, working directly with web and software developers
- Art directed the 2019 *Manifesto For Change, A Fork In The Road* – hand-rendered typography and bespoke illustration
- Designed conference decks for directors and wrote marketing copy for emails

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Experience continued

Jan 2014 – Present

Rachael Horner Illustration & Design

Freelance Illustrator & Graphic Designer

Long-term freelance practice working with arts and heritage organisations, publishers and responsible brands on brand identity, web design, book and brochure design, campaigns and illustration. Below are a few meaningful partnerships:

2023 – Present

Collins Publishing (HarperCollins)

Book cover design and internal spreads for children's non-fiction titles, featuring hand-rendered type and illustrations.

2021 – 2023

SURVIVE (North Yorkshire)

Full rebrand and guidelines for a domestic abuse charity; design of all promotional materials, stationery, infographics and presentation templates.

2018 – 2023

Beverley Puppet Festival

Brand identity, logo redesign, illustrated maps, brochures, posters and online advertising. Designed illustrated campaign for 2020 Beverley Puppet Festival which was online due to the COVID pandemic. Redesigned and built the website; worked with an app developer on the festival app.

2016 – 2023

Moving Parts Arts

Built the full brand: logo, identity, illustrations, maps, guidelines and a bespoke custom font. Redesigned and built the website; collaborated with app developers and animators. Art directed the complete visual identity for the 2023 Newcastle Puppetry Festival across all advertising, a 28-page brochure and event materials. The organisation won awards during this period, with the brand work cited as a contributing factor.

Selected clients:



Other experience

Co-Founder & Head of Creative, The Fractional Hub (Jan – Jun 2025)

Built the full brand, website and marketing strategy from scratch for a fractional careers start-up, including tone of voice, campaigns and course branding.

Head of Brand & Operations, Gold Project Management (Oct 2025 – Present)

Leads brand, marketing and content strategy for a fractional PMO consultancy; responsible for all design assets, SEO and client-facing materials.