

Rachael Mort



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rachaelshurte.com

Skills

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Canva

Creative Expertise: Digital & Traditional Illustration, Hand Lettering, Typography

Technical Proficiencies: Web Design (Wix, WordPress), Digital Photography, Microsoft Office

Marketing & Events: Social Media Marketing, Event Planning, Campaign Support

Awards

2020 Hermes Award, Silver Addy
American Advertising Federation Dayton

2019 Creative Best Award of Excellence
Columbus Society of Communicating Arts

A passionate Designer with an eye for detail, blending traditional art styles with digital expertise to create impactful designs. Understands that design is a powerful tool for communication and storytelling, and excels at translating client visions into effective solutions.

Education

The Modern College of Design

Kettering, OH | Aug 2017 – Jun 2019

Associate Degree of Applied Business in Design

Experience

American Thermal Instruments

(CAVU Group Family of Brands) | Dayton, OH

Senior Graphic Designer | Apr 2022 – Apr 2025

- Developed a unified brand identity system across all CAVU brands (American Thermal Instruments, Microtek Laboratories, Latent Heat Solutions).
- Designed print and digital assets supporting sales, marketing, and product teams.
- Managed multi-brand social media presence and content.
- Led website asset design, updates, and UX improvements.
- Created conference and trade show materials, including booth graphics and collateral.
- Produced internal communications: newsletters, signage, and event materials.

Creative Designer | Jun 2020 – Apr 2022

- Delivered print and digital designs for all CAVU brands, ensuring brand consistency.
- Supported corporate and internal teams with newsletters, signage, and marketing assets.
- Contributed to conference and trade show preparation through design and production.

Hidden Valley Orchards

Lebanon, OH

Lead Designer | Jun 2020 – Dec 2021

- Designed print and digital assets, including storefront directional signage and hand-painted event signage.
- Built and maintained the company website with event, ticketing, and photography updates.
- Managed social media channels for multiple business units.
- Supported event design and execution for public and private gatherings.