



Alex Policastro / Graphic Designer  
Madison Wisconsin  
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My passion for art began when I was very young and by the time I was sixteen, a friend and I were designing and silk-screening for clients, under the company name, Heroic. Shortly, I will have my degree in Graphic Arts and Design from Madison College. My enthusiasm for art and design has developed into a career, as I currently manage Half Truth Studios, my own free-lance Design Company. I started Half Truth Studios while in college and I have worked for many different clients, such as Myweather LLC and Go Merch, doing a variety of projects like t-shirts, branding, and icons. I have worked one-on-one with clients to find out what they are looking for and to make sure the job is done right and on-time. It gives me a great sense of satisfaction to help people through my art and design work. I am capable, determined, and eager to expand my knowledge by working for you.

## SKILLS

- +Web Design
- +Branding
- +Book Covers
- +Magazine Spreads
- +Myspace Layout and coding
- +Graphic T-shirt designing
- +Silk-screen Printing
- +HTML and CSS

## SOFTWARE

- +Photoshop
- +Illustrator
- +InDesign
- +Dreamweaver
- +Flash
- +3D Design

## CLIENTS

- +Myweather LLC
- +Go Merch
- +Macbeth Footwear
- +40 Thieves Student Paper
- +The Journey Music
- +TR Agency
- +Snapdragon Records
- +Blackhawk Church for non-profit

## EXTRA ACTIVITY

- +New Orleans clean up
- +Camping / Hiking
- +Boy Scouts, Eagle Rank

## WORK HISTORY

**Half Truth Studios - Owner Designer - free-lance company self-employed 2009 to present**

I design and run the business side of the company. I have many local clients, as well as national clients. I design Myspace layouts, t-shirts, logos, flyers, etc.

**Heroic Clothing - co-owner and designer/worker - silk-screen and design business 2006-2008**

I promoted the business, found new clients (mostly bands), designed, and printed t-shirts

## SELECTED CLIENTS

**Myweather LLC**

Madison, WI

Produced a series of painting icons to be used for multi-media weather programs.

**Go Merch**

New York, NY - Over the internet

Designed silk-screen shirts for bands. Learned what the style and criteria for each client was and then submitted designs.

Metro Station - Gym Class Heroes

**Cocky and Loaded Clothing**

New York, NY - Over the internet

Designed silk-screen shirts for a clothing line. Worked with the client to get the style and feel to fit what the client wanted.

**Macbeth Footwear**

Carlsbad, CA - Over the internet

Co-Designed and coded their current Myspace account as well as other clients for them.

## EDUCATION

Associate Degree of Applied Arts in Graphic Design and Illustration

Madison College - Madison Wisconsin