

BIOGRAPHICAL SKETCH

Alexa Castle has worked full time as an independent consultant specializing in website and graphic design services since 2001. Projects include custom website design, logos, brochures, business cards, digital animation, proposal graphics, and other marketing communications materials for businesses of all sizes. Based in Central New York on the South shore of Lake Ontario, Alexa Castle offers the skill and experience of top-notch production talent with the personal service and affordability of a small-town firm.

Prior to establishing herself as an independent contractor in 2001, Alexa Castle held the roles of Relationship Manager and Visual Designer at Auragen Communications Inc. in Rochester, NY. Alexa translated client and user needs into actionable website solutions for Frontier Communications, Paychex, Inc., Home Properties, Xerox Corporation and more. Additional agency experience includes one year as a graphic designer with ServiceTech, Inc. where she produced corporate identity materials for the company and worked on website projects for the Buffalo Bills and Jolt Cola. Her work has been cited for excellence by the Rochester Business Journal (The Best of the Web) and Buffalo.com (Site of the Day Award).

Alexa Castle is a graduate of Rochester Institute of Technology where she earned a Bachelors Degree in Professional and Technical Communication with a professional core in Graphic Design.

*"Alexa helped us to understand our own goals better. She helped us to explore a vision of success better than we could have imagined on our own."*

- Alison DeMarco,  
Events Coordinator/  
The Rabbit Room

*"Alexa Castle has provided my customers with consulting and website design at a level of professionalism that is, otherwise, hard to find."*

- David Neal,  
President DATA Serv, Inc.

*"She read my mind with her graphic ability. I could tell Alexa cared about the outcome of my project as much as I did!"*

- Gary Lewis,  
Gary Lewis & the Playboys: