

ALEX POLICASTRO

GRAPHIC DESIGNER
HALFTRUTHSTUDIOS.COM



Alex Policastro / Graphic & Web 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 Clothing. My enthusiasm for art and design has developed into a career, as I currently manage Half Truth Studios, my own freelance 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, JQuery 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 Katrina Clean-up
- +Camping/Hiking
- +Boy Scouts, Eagle Rank

WORK HISTORY

Half Truth Studios - Owner Designer - freelance
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, Web sites, T-shirts, logos, flyers, etc.

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

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

SELECTED CLIENTS

Skies Fall Studios - Skillet
Kenosha, WI

Worked on web sites for studio projects and various other promotion.

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 Area Technical College - Madison, Wisconsin

AWARDS

PORTFOLIO OF MERIT - MATC Madison Wisconsin