

## BIOGRAPHY

Alexa Castle is a seasoned freelance designer and consultant based in Central New York who specializes in custom website design, corporate identity packages and marketing communications.

Over her career Alexa has held many different roles as a designer building websites for a variety of businesses - large and small. Most recently Alexa held the role of a UX Designer at Raymour & Flanigan for 3 years where she worked with a large team of merchandising, marketing, and technology professionals to implement online sales strategies for one of the largest furniture retailers in the North East.

Prior to establishing herself as an independent contractor in 2001, Alexa held the roles of a Relationship Manager and Visual Designer at Auragen Communications Inc., in Rochester, NY. There, she translated client and user needs into actionable website strategies and solutions for Frontier Communications, Paychex, Inc., Home Properties, Xerox Corporation, as well as several non-profits and small businesses.

Alexa's early experience designing for the web began with a Bachelors Degree in Professional & Technical Communication from of RIT and a position as a Graphic Designer with the fast-paced Rochester, NY-based agency: ServiceTech, Inc. She produced corporate identity materials for the company and helped build websites for area businesses of all sizes. Her team built websites for clients such as the Buffalo Bills and Jolt Cola. Some of Alexa's work there was cited for excellence by *The Rochester Business Journal* (The Best of the Web).

## ACCOLADES

*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, Big Tree Inn**

*Alexa Castle has provided my customers with consulting and Web site 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**