# Beatriz Strobel

⊙ Wyoming, MI
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## Summary

Graphic Designer with 10 years of experience in print publishing, and 1 year of experience in UX design. Excellent typography and image editing skills. Highly experienced in print production. Effective at working in teams in a fast-paced environment. Strong communication skills and project management skills. Attentive to detail, proactive, and creative problem-solver.

## EXPERIENCE

### FAITH Catholic

**Magazine Archive Lead (UX Designer)**
Lansing, MI • Remote • 2023 - Current

Assumed the role of Magazine Archive Lead (UX Designer) for FAITH Catholic's digital magazine archive. Oversees features, functionality, and continuous improvement of the web application. Conducts user research, writes user stories and surveys. Designs wireframes and prototypes for the web application on Figma. Conducts usability and accessibility testing and follows WCAG standards.

**Graphic Designer**
Lansing, MI • Remote • 2021 - Current

Designs high-quality print magazines in a fast-paced environment. Manages multiple client accounts. Creates digital editions and web images.

   **Key Accomplishments:**
- 2024 ADDY Award: Silver for feature in "Content Evangelist" Fall 2023 (Regional, AAF Lansing).
- 2023 Catholic Media Association Award: 2nd place for Best Special Issue, "The Catholic Miscellany" June 2022.

### Right to Life of Michigan
**Graphic Designer**
Grand Rapids, MI • 2016 - 2021

Designed social media graphics, flyers, logos, and benefit dinner invitation packages.

### University of Michigan
**Graphic Design Intern**
Ann Arbor, MI • 2014 - 2016

Designed social media graphics, flyers, and logos.

## SKILLS

**Graphic Design**
- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- After Effects

**UX**
- Figma
- Wireframing
- Prototyping
- User Research
- Usability Testing
- Information Architecture

**Web Development**
- HTML
- CSS
- JavaScript
- React.js
- Apollo GraphQL
- Express.js
- MongoDB
- MySQL
- Node.js
- Agile Development
- Git Version Control

## EDUCATION

**Bachelor of Fine Arts in Graphic Design**
University of Michigan
Ann Arbor, MI

**Full Stack Web Development Certificate**
Michigan State University
Lansing, MI