

Libby Bawcombe

- *Product design*
- *User research*
- *Design thinking*

Contact

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Portfolio

libbybawcombe.com

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Medium and Twitter

@lbawcombe

Areas of Expertise

Product design
User research
Design thinking
User experience
Art direction
Writing and editing
Agile/scrum methods

Software and Tools

Figma, Sketch, InVision,
Adobe Creative Cloud,
Google Suite, Slack,
Trello, Confluence, Jira,
and Microsoft Office.
Design thinking exercises
and facilitation. AP Style
for editing. Hindenburg for
audio editing and Marantz
handhelds for audio
recording.

Overview

Through user-centered design methods, I create digital designs, conduct user research, and facilitate design thinking. Currently, I'm with NPR as the Manager of Design Research & Strategy in Digital Media, where we believe design is a public service. I enjoy writing about design, judging design competitions, and volunteering for my local library.

Work Experience

Manager, Design Research & Strategy, NPR (2018-present)

I manage a Design unit who conducts user research, facilitates design thinking, and defines strategy and outcomes across digital platforms through user-centered design methods. I am a design practitioner for projects such as NPR.org, in addition to audience- and station-facing support websites tied to Salesforce. I collaborate cross-departmentally with NPR colleagues to create visuals and help tell stories that support their projects, and I organize NPR's participation in educational events like TechGirls, an initiative from the U.S. Department of State. I write for the NPR Design blog (npr.design), and my articles have appeared online in Nieman Lab, *The Atlantic*, Poynter, European Journalism Centre, the InVision blog and AIGA DC.

Senior Visual Product Designer, NPR (2015-2018)

As a product designer and user experience expert, my work spanned NPR's platforms. Major projects included the redesign of the NPR (News) mobile app for iOS, NPR Music's Tiny Desk Contest mobile-first website, and an organization-wide evaluation and redesign of our suite of email newsletters. I organized events such as an AIGA DC Design Week Talk on "Design as a Public Service," and I co-produced multiple episodes for a kids' podcast prototype through NPR's Serendipity Days and Story Lab initiatives.

Digital Design Director, *The Atlantic* (2013-2015)

As the design director for the Digital Products team, I responsively redesigned *The Atlantic* and CityLab websites, and was responsible for iterations on all their digital products. I collaborated with developers, product managers and editorial staff, and I managed another designer on the team. I also redesigned *The Atlantic* magazine iOS app and frequently created feature templates and graphics to support editorial content online. I wrote for *The Atlantic*'s Digital Products blog.

Manager of Multimedia Design, Newseum (2000-2013)

As part of the team creating interactive media for museum exhibits and websites, I was responsible for concept development, art direction, design and navigation of dozens of experiences for touch surfaces — kiosks, walls, tables and devices. I designed the Newseum website, online exhibits and multiple spin-off websites. I also developed logos, identity packages and an electronic signage design system for programs and events. I curated newspaper front pages and wrote for "Top Ten Today's Front Pages," and I edited audio for interactive experiences.

Activities and Honors

- Committee chair and volunteer, The Friends of Duncan Library/Alexandria (Va.) Library
- Juror, Society for News Design's Best of Digital Competition
- Juror, Communication Arts Interactive Annual Competition
- Former board member, AIGA DC
- Award recipient, DCFemTech Powerful Woman Designer
- Keynote speaker and panelist, EJC News Impact Summit, Amsterdam

Professional Development and Education

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Certifications for courses on "Designing Strategy" and "Leading for Creativity."

IBM/AIGA F.ACT Design Thinking Facilitation Summit

Selected from applicants across the country among AIGA chapter board members.

Online News Association-Poynter Leadership Academy for Women in Digital Media

Inaugural class, selected as one of 25 participants, from a pool of nearly 500 applicants.

Ball State University, Bachelor of Fine Arts / Graphic Design with an Emphasis in Multimedia

Cum Laude, Honors College, Art Department Outstanding Senior and All-American Scholar.