

Libby Bawcombe

- *Product design*
- *User research*
- *UX strategy*
- *Facilitation*

Contact

libby@libbybawcombe.com

Portfolio

libbybawcombe.com

LinkedIn

bit.ly/lbawcombe

Medium and Twitter

@lbawcombe

Areas of Expertise

Product design
User research
UX strategy
Facilitation
Design thinking
Team collaborations
Agile/scrum methods
Communications
Writing and editing
Creative direction
Art direction

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.

Overview

I am an experienced leader who believes design is a public service. I create wireframes, templates and visual designs that follow best practices for user experience and accessibility of websites and apps. I analyze problems, identify user research questions, write research plans, and conduct evaluative usability studies to ensure that user requirements inform digital strategy. I easily collaborate with cross-functional teams of designers, technologists and project managers, and I facilitate workshops using design thinking methods. I demonstrate effective communication skills.

Work Experience

NPR / National Public Radio – Manager, Design Research & Strategy (2018-present, 40 hours/week)

NPR is a complex news, broadcast and digital operation, comprising 1200 staff and hundreds of member stations. On the Digital Media Design team, I supervise designers and researchers, I lead cross-team initiatives, and I am a UX practitioner. I define strategy and outcomes through user-centered design methods. I conduct user research, facilitate design thinking workshops, define user experiences, and create wireframes and designs. Audience-facing projects include NPR.org and NPR's help website. I also conduct discovery research for a CMS transition, design internal web tools for staff, and create station-facing support websites. I collaborate with designers, researchers, technologists, project managers, editors and executives. As an effective communicator, I distill complex ideas with teams and stakeholders, present research findings, and document best practices and recommendations. I have written articles for the NPR Design blog ([npr.design](#)), Nieman Lab, *The Atlantic*, Poynter, European Journalism Centre, the InVision blog and AIGA DC. I am active in workplace initiatives for diversity, equity and inclusion (DEI), and anti-harassment.

NPR / National Public Radio – Senior Visual Product Designer (2015-2018, 40 hours/week)

As a design and UX practitioner, major projects included a complete 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 dozens of email newsletters. I organized events related to design and tech for organizations like TechGirls (U.S. Dept. of State) and AIGA DC.

The Atlantic – Digital Design Director (2013-2015, 40 hours/week)

On the Digital Products team, I responsively redesigned *The Atlantic* and CityLab websites, and was responsible for iterations on all their digital products. I supervised a designer and collaborated with developers, product managers and editorial staff. I redesigned *The Atlantic* magazine iOS app and frequently created feature templates and graphics to support editorial content online.

Newseum – Manager of Multimedia Design (2000-2013, 40 hours/week)

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 electronic signage.

Recent Activities and Honors

- Volunteer, Alexandria (Va.) Library / Board of Directors, The Friends of Duncan Library
- Juror, Society for News Design's Best of Digital Competition
- Juror, Communication Arts Interactive Annual Competition
- Former Member of the Board of Directors, AIGA DC (professional association of design)
- Award recipient, DCFemTech Powerful Woman Designer

Professional Development and Education

IDEO U

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

IBM/AIGA F.ACT Design Thinking Facilitation Summit

Selected for specialized training among AIGA chapter applicants from across the country.

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.