

Libby Bawcombe

Areas of Expertise

- Creative leadership
- UX strategy
- Best practices
- User research
- Product design
- Facilitation
- Design thinking
- Team collaborations
- Communications
- Writing and editing
- Art direction
- Mentorship

Contact

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Portfolio

libbybawcombe.com

LinkedIn

bit.ly/lbawcombe

Medium and Twitter

@lbawcombe

Software, Tools and Methods

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 a user experience leader who believes design is a public service. I analyze problems, identify user research questions, write research plans, and conduct qualitative studies to ensure digital strategies are user-centered. I create wireframes, templates and visual designs that follow best practices for UX and accessibility. I readily collaborate with cross-functional teams, utilize design thinking methods, and effectively communicate through documentation and presentations.

Work Experience

Library of Congress – IT Specialist / Lead UX Strategist, OCIO / IT D&D / UXD (September 2021 - present)

As a Mellon-funded NTE, I collaborate with teams of project managers, engineers, collections specialists, digital content managers, and archivists to help modernize submissions of digital files to Library systems. I created the first comprehensive user research program for the Digital Library Services project team — creating a research roadmap with stakeholders, planning and conducting research studies, and sharing findings with development teams. I document and present research methods, best practices and study insights. I design wireframes that implement user-centered solutions for submission tools. I mentored a Junior Fellow and advise colleagues.

NPR / National Public Radio –

- Director, Design Research & Strategy (May 2021 - September 2021)
- Manager, Design Research & Strategy (October 2018 - May 2021)
- Senior Visual Product Designer (October 2015 - October 2018)

NPR is a news, broadcast and digital operation, comprising 1200 staff and hundreds of member stations. On the Digital Media Design team, I supervised designers and researchers, lead cross-team initiatives, and was a UX practitioner for digital products. I conducted user research, facilitated design thinking workshops, defined user-centered digital experiences, and created wireframes and designs. I communicated complex ideas to designers, researchers, engineers, project managers, editors and executives. I presented research findings and documented best practices and recommendations. Major projects included designing the NPR (News) iOS app, NPR Music's Tiny Desk Contest website, NPR's help website and a station support website. I wrote articles for several online publications, was active in workplace DEI and anti-harassment initiatives, and organized events for organizations like TechGirls and AIGA DC.

The Atlantic – Digital Design Director (October 2013 - September 2015)

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 (June 2000 - October 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 electronic signage.

Activities and Honors

- Volunteer, Alexandria (Va.) Library / Board of Directors, The Friends of Duncan Library.
- Juror, digital competitions for Society for News Design and *Communication Arts*.
- Former member of the Board of Directors, AIGA DC (professional association of design).
- Award recipient, DCFemTech Powerful Woman Designer.

Professional Development and Education

- *Nielson Norman Group (NN/g)*
 - “Service Blueprinting” training course.
- *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.