Libby Bawcombe

Contact
lbawcombe@gmail.com

Portfolio
libbybawcombe.com

LinkedIn
bit.ly/lbawcombe

Medium
medium.com/@lbawcombe

Areas of Expertise
• Team management
• Peer leadership
• Mentorship
• User experience (UX)
• Visual design
• Art direction
• User research
• Usability testing
• User-centered products
• Wireframes
• Prototypes
• Agile and Scrum
• Digital strategy
• Industry best practices
• Facilitation
• Design thinking
• Communications
• Writing and editing

Software and Tools
• Figma
• Adobe Creative Cloud
• Microsoft Office/M365
• Google Suite
• Slack
• Trello
• Confluence
• Jira

Overview

I am a user experience leader who believes good design is a public service. Through user-centered design methods, I create cohesive, consistent and purposeful digital design solutions. I conduct user research and usability testing, and I create wireframes, prototypes, templates and visual designs that follow UX best practices. I have hired and managed UX designers and user researchers, and I build team morale through collaborative touchpoints and knowledge-sharing.

Work Experience

Library of Congress — IT Specialist / Lead UX Strategist & User Researcher (September 2021 - present)

As a UX Design team member, I collaborate with project managers, engineers, collections specialists and digital content managers to help modernize digital tools for submission and preservation of digital files in Library collections. I established the first comprehensive user research program for Digital Library Services by creating a research roadmap, planning and conducting studies, sharing insights and recommendations, developing research templates and guides, and engaging teams and stakeholders in research best practices. I design wireframes and prototypes that implement user-centered solutions through design systems and components. I peer-lead my UX design colleagues to grow our team maturity through initiatives to define design principles and share knowledge through a user research community of practice. I regularly hire and mentor interns and junior fellows to keep my managerial and coaching skills current.

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)**

On the Digital Media Design team, I hired and supervised UX designers and user researchers, lead cross-team initiatives, and was a UX practitioner for digital products. I helped create hiring documentation, implemented hiring best practices, wrote job descriptions and helped formalize team laddering structures. I conducted user research, facilitated design thinking workshops, defined user-centered digital experiences, and created wireframes and designs. I presented research insights and designs to teams and stakeholders. Projects included the NPR.org audio player redesign, the NPR (News) iOS app, NPR Music's Tiny Desk Contest website, NPR's help website and a member station support website. I wrote articles for several online publications.

***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

• Friends of Duncan Library, Friends of Alexandria's Libraries, Alexandria Library Company.
• Juror for digital competitions for Society for News Design and *Communication Arts*.
• Former member of the Board of Directors, AIGA DC (professional association of design).
• DCFemTech Powerful Woman Designer award recipient.

Professional Development and Education

• *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.
• *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.
• *IBM/AIGA F.ACT Design Thinking Facilitation Summit*
   Selected for specialized training among AIGA chapter applicants from across the country.
• *IDEO U*
   Certifications for courses on "Designing Strategy" and "Leading for Creativity."