

# Josephine Lie

Design leader with over ten years of industry experience, advocating for human-centred design processes to produce compelling experiences.

## Bumble Inc.

### Staff Product Designer JUL 2023 - PRESENT | LONDON

Leading design for Bumble Inc.'s Trust & Safety organisation. Shaping the global dating company's Safety By Design program which seeks to enable product teams to proactively consider safety & risk mitigation through every part of the product development lifecycle.

Projects: Safety By Design, ID verification, content moderation transparency, user appeals, and other safety related consumer-facing experiences.

## Meta

### Product Design Manager MAY 2019 - DEC 2022 | LONDON

Supported 4-8 lead designers based in UK & US locations, and was responsible for directing the work of a pillar of 250 people. Helped to shape roadmaps, product strategy, design operations and final design execution.

Various teams: Community safety & content moderation experiences across Meta's family of apps like Facebook, Instagram and Messenger (2020-2021). Business tooling for e-commerce localisation tooling, and monetisation experiences for global high-growth markets (2019-2020).

### Product Designer SEPT 2016 - MAY 2019 | LONDON

Leading design for a cross-functional team of 30 people. End-to-end delivery of interaction design, visual design and product thinking for Facebook business tools (B2B) and mobile apps (B2C).

Projects: Advertiser growth & solutions for businesses in global high-growth & next wave markets, including localisation and conversational commerce facilitated in WhatsApp.

## BBC

### User Experience Designer OCT 2012 - SEPT 2016 | LONDON

Interaction & visual design across mobile, tablet, desktop and connected TVs. Working within a team to produce user-journeys, wireframes, prototypes and refined visuals.

Projects: BBC News focusing on youth news and data tagging systems, and BBC iPlayer's interactive TV platform experiences.

## Projects & contract 2008 - 2017 | SYDNEY & LONDON

Winner of the People's Lovie Award 2017 for Internet Video, Documentary. Creator of independent interactive documentaries Miner's Walk ([www.minerswalk.com](http://www.minerswalk.com), 2017) and Merapi: Stories from the Volcano ([www.merapistories.com](http://www.merapistories.com), 2011).

Contract: Powerhouse Discovery Centre, FBI Radio, The Organ and Tissue Authority. Placements at human-centred design consultancy Digital Eskimo, and Australia's leading media company Fairfax Digital.

## Contact

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## Skills

People management  
Interaction design  
Visual design  
Workshop facilitation  
Prototyping  
User research

## Education

2005 - 2011

University of Technology,  
Sydney (Australia):

Bachelor of Design Visual  
Communications

Bachelor of Arts,  
International Studies  
Indonesian Major