

Bailey Costello

Product and User Experience (UX) Designer

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Brooklyn, NY

PROFESSIONAL EXPERIENCE

Senior User Experience Designer

Dec 2022 – Oct 2025

DOOR3, Agency

- Directed the design strategy and end-to-end execution for 30+ cross-platform products while rapidly adapting to 15+ unique industries including Data Analytics, Finance, Education, Operations, and Law
- Achieved 37.5% client return rate, consistently securing additional business through design quality, end-user satisfaction, and positive client relationships
- Managed and mentored designers on 5+ projects, establishing a collaborative critique culture and cross-functional processes that improved design velocity, reduced technical debt, and downstream friction
- Helped multiple startups secure funding and partnerships through the delivery of compelling product concepts and presentation materials
- Produced award-winning experiences recognized for outstanding usability and visual design (GDUSA, Awwwards, and WebAwards)
- Facilitated comprehensive UX discoveries, established project proposals, and planned meaningful UX activities against broad client goals and limited scope

User Experience Designer

Sep 2021 – Dec 2022

DOOR3, Agency

- Spearheaded the design of B2B, B2C, and enterprise products, transforming ambiguous client requirements into competitive product features and production-ready assets
- Facilitated collaborative client feedback sessions where I effectively articulated design rationale and drove stakeholder alignment, resulting in faster decisions and smoother execution across teams
- Successfully transitioned into a lead role within 15 months, demonstrating mastery of the full project lifecycle and client relationship management

Product Designer

Apr 2019 – Sep 2021

Exago BI, B2B/SaaS

- Led the end-to-end design as the sole designer for a complex data analytics platform, collaborating closely with development and product teams to deliver solutions that balanced user needs, technical constraints, and business growth
- Achieved approximately 11% growth in new revenue due to direct contributions to a UX and visual overhaul across an ecosystem of 3 products
- Achieved 18% reduction in usability-related support tickets, approximately 25 tickets per year, leveraging systems thinking, usability best practices, and UX research to simplify technical features, user flows, and data-centric models
- Pioneered UX research at the company by independently executing lean interviews, first-click, and usability testing; demonstrating value and securing executive support for ongoing research investment
- Established and maintained a comprehensive design system adhering to WCAG 2.1 accessibility standards

PROFESSIONAL SUMMARY

A curious Product Designer with 8 years of diverse experience. I excel at translating broad goals into design, simplifying complex flows, and balancing technical feasibility.

My philosophy on driving business is user-centered: branding sparks initial interest, and radical usability converts users into long-term customers. Feedback is key to understanding what drives value, so cross-functional collaboration and lean research have also been core to my success.

EDUCATION

B.S. Computer Science

Minors in Mathematics and Management Information Systems

University of Nebraska Omaha,
Dec 2019

Certified Professional in

Accessibility Core Competencies

IAAP, Jan 2025

SKILLS

Design: Information Architecture, Wireframing, Prototyping, Visual Design, Interaction Design, Ideation, Accessibility, UX Writing, Business Strategy, Design Systems, Visual QA

Research: Workshop Facilitation, Usability Testing, Interviews, Surveys, A/B Testing, Card Sorting, Tree Testing, Competitive Analysis

Cross-Functional: Executive Buy-In, Engineering Handoff, Project Estimation, Risk Management

Technology: Figma, Adobe XD, JIRA, Optimal Workshop, Maze, Google Analytics, Front-End Frameworks, HTML/CSS/JavaScript, Framer Motion

AI Tools: Cursor, Loveable, UX Pilot