

# Bailey Costello

Product and User Experience (UX) Designer

[delightedbybailey.com](http://delightedbybailey.com)

bqacos@gmail.com

(402) 769-5766

Brooklyn, NY

## PROFESSIONAL EXPERIENCE

### Senior User Experience Designer

DOOR3, Agency

Dec 2022 – Oct 2025

- 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

DOOR3, Agency

Sep 2021 – Dec 2022

- 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

Exago BI, B2B/SaaS

Apr 2019 – Sep 2021

- 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, UXPIilot