

# Bill Costello

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## About Me

I identify problem spaces to find a path towards improved experiences, driven by insights from various research and design methods. All through the cross-cultural approach of anthropology.

## Work

### UX/Service Research & Design

Jun 2019-Present

Project management, user-centered design, mapping and iterating in Italy and abroad

- Delivering one-of-a-kind EU platforms to tackle societal challenges and facilitate publication
- Increasing INPS pension supplement requests by 20% and quantitatively validating personas
- Iteratively delivering insights and design recommendations for ENEL sustainability efforts
- Introducing ResearchOps to improve insight findability and standardize org. UX research

### Brand Strategy & Management

Oct 2020-Present

Consultation and content design via brand strategy workshops, competitor analysis, website redesign, analytics integration and ad campaign management

## Education

MSc Human-Computer Interaction

*University of Trento*

BA Anthropology

*University of Wisconsin*

## News

Research for a betting platform used by millions  
Architecta membership and volunteering  
Beta release of VERA (Horizon 2020 project)

## Soft Skills

Communication  
Curiosity  
Empathy  
Vision

## Design Tools

Pen & Paper  
Figma  
Miro / FigJam

## Research Tools

Excel  
Notion / Airtable  
Python  
Analytics

## Methods

Netnography  
Interviews  
Benchmark / Expert Review  
Workshops  
Quantitative Data Analysis  
Qualitative Data Analysis  
Data Visualization  
Journey / Service Mapping  
Wireframing  
Prototyping  
User Testing

## Other

Translation & Transcreation  
Jira  
Asana  
Confluence