

📋 Overview

- University of Rochester c/o '11 B.S. Computer Science, B.A. Psychology, Minors in Spanish, Dance
- Helping dozens of early stage startups design and build products since 2011
- Mentor with 3-Day Startup, Startup Weekend, and TechStars Patriot Bootcamp

✂ Design Experience

Founder @ MelioraLabs (2013 - Present)

- *Product design, usability research, and education for companies early stage to Fortune 500.*

Product Lead @ MobileIgniter (2015 - 2016)

- *Internet-of-Things product development consultancy with a usability research branch.*

Member, Mentor @ 100state (2013 - Present)

- *Wisconsin's largest coworking space and entrepreneurial network.*

UX Lead @ Nextt (2013 - 2014)

- *Collaborative social planning tool startup. Increased conversion rate by 20% and onboarding by 50%.*

Digital Designer @ ZebraDog Studios (2012 - 2013)

- *Interactive media installations using Kinect, WebGL, and large format multitouch devices.*

✎ Research Highlights

Spectrum Brands

- *Quality testing and usability research on a \$10M IoT Coffee Maker R&D project. Designed research protocol, recruited participants, conducted 30+ study sessions, and provided recommendations based on analysis of results.*
- *Project was put on hold based on study findings, saving several million dollars in production costs.*

American Family Insurance

- *6-month contract as Lead Designer in the Business Development (Corporate Innovation) Team*
- *Assisted with prototyping, usability research, vendor sourcing/vetting, and due diligence on several projects, including a \$15M acquisition and a demo/presentation for the Board of Directors.*

🏠 Miscellany

Dancer @ Kanopy Dance Company (2013 - Present)

2015 American Advertising Award, TransformMilwaukee.com

Madison Curling Club, Member (2012 - 2017)

Madison Homebrewers & Tasters Guild, Member (2013 - Present)

Madison Mastodon Ultimate, Member (2014 - 2017), B-Team Captain (2015)

University of Rochester Take 5 Scholar - Granted a tuition-free 5th year to study Art Cognition

Helping companies build better, more engaging products by
leveraging Psychology and User-Centered Design.

Learn more at <http://bradorego.com>, or let's start a conversation.