Bradley Orego

User Experience Researcher. Entrepreneur. Dancer.

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SUMMARY

6+ years experience working with companies from startup to Fortune 500.

Over 250 unmoderated remote research sessions with UserTesting, UserZoom, UserBob. Analytics tools include FullStory, Google Analytics, Mixpanel. Statistical analysis using Excel, Python, SPSS.

HIGHLIGHTS

$10M+ IoT R&D Usability Research

- Designed study, recruited participants, conducted 30+ sessions, and presented analysis & recommendations. $2M+ saved in production costs.
- Prepared report and presented results to VP of Marketing, VP of Engineering.

Fortune 500 Corporate Innovation

- 5 separate studies across 6 months of empathy research and ideation to direct product development and strategy including ethnographic interviews, wizard-of-oz prototypes, and live low-fi prototypes.
- Research and design for 10,000-user pilot program for insurance agents, including interviews, ethnographic research, and rapid prototyping.

EXPERIENCE

American Family Insurance - Lead Designer   2016 - 2017

- Guided 4 product teams through agile development life cycle, including empathy, ideation, testing, development, and launch.
- Assisted with due diligence on a $15M acquisition and presentation to Board.

MobileIgniter - Product Lead   2014 - 2016

- Designed and ran 13 usability studies to support product development and client work. Worked directly with clients and with 4-person tech team.

Nextt - UX Lead   2013 - 2014

- Injected per-sprint research into company's agile process via focus groups, remote usability studies, and in-person usability studies.
- Improved conversion rate by 19% and onboarding completion by 46%.

Zebradog Studios - Digital Designer   2012 - 2013

- Converted digital team from waterfall to agile, enabling faster iteration and tighter integration of research and feedback. Increased velocity by 250%.
- 4 website launches and 6 interactive multimedia installations using Kinect, large-format multitouch devices, and social media integrations.

Epic Systems - Software Developer, UI Liaison   2011 - 2012

- Created UI liaison program to standardize design across organization.
- Observer, Facilitator for Professional Billing UX testing during UGM 2011.

SKILLS

Usability Design, Usability Research, Heuristic Analysis, Survey Design, Focus Groups, Ethnographic Research, User Interviews, Expert Interviews, Card Sorting, Task Analysis, Personas, User Stories.

UI Design, UX Design, Mobile App Design, Product Design, Rapid Prototyping, Information Architecture, A/B Testing, Iterative Design, Service Design, Wireframing.

Agile, Scrum Master, Product Owner, Data-Driven, Backlog Prioritization, KPI/OKR, Reporting, Customer Segmentation, Competitive Analysis, Issue Management.

TOOLS

HTML, CSS, SCSS/Stylus, JavaScript, Angular, Vue.js, Ionic, Node.js, Firebase.

Sketch, Adobe Suite, Figma, InVision, UserTesting, UserZoom, FullStory, Google Analytics, Mixpanel, Office Suite, Python, SPSS.

EDUCATION

University of Rochester
CLASS OF 2011

B.S. Computer Science (HCI)

B.A. Psychology

Minors in Spanish, Dance

Take 5 Scholar