Brad Orego

Product Designer. User Researcher. Entrepreneur. Dancer.

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🗒 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
- Company member with Kanopy Dance Company since 2013
- Mentor with 3-Day Startup, Startup Weekend, and TechStars Patriot Bootcamp

☑ Design

Founder @ MelioraLabs, 2014 - 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
Digital Designer @ ZebraDog Studios, 2012-2013
- Interactive media installations using Kinect, WebGL, and large format multitouch devices

🧍 Dance

Kanopy Dance Company (2013 - Present)
- Training in Martha Graham technique and contemporary ballet
- Performed original works by directors Lisa Andrea Thurrell and Robert Cleary, as well as master works such as Pascal Rioult's "Wien", Charles Weidman's "Lynchtown", Anna Sokolow's "Lyric Suite", and several works by corporeal mime masters Steve Wasson and Corrine Soum
- Choreographed an original work for the company that debuted in April 2016
Madison Contemporary Vision Dance (2013 - 2014)
- Choreographed two original works for the 2013 and 2014 seasons

⚗ Miscellany

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.