

Bradley Orego

User Experience Researcher. Entrepreneur. Dancer.

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SUMMARY

10+ years experience working with companies from startup to Fortune 500, including agency and in-house.

Over 600 unmoderated remote research sessions with UserTesting, Validately, UserZoom, mTurk. Analytics tools include FullStory, Google Analytics, Mixpanel, and Heap. Statistical analysis using Excel, Python, SPSS.

HIGHLIGHTS

\$10M+ IoT R&D Usability Research

- Designed study, recruited participants, conducted 30+ sessions, and presented analysis & recommendations. \$10M+ saved in production costs.
- Presented report and findings to SVP of Marketing, SVP of Engineering.

Fortune 500 Corporate Innovation

- Lead 6 months of generative research to guide product strategy, including ethnographic interviews, wizard-of-oz prototypes, and low-fi prototypes.
- Research and design for 10,000-user pilot program for insurance agents, including interviews, ethnographic research, and rapid prototyping.

RECENT EXPERIENCE

1010data - Director of User Experience 2019 - Present

- Developing a scalable research process across all of 1010's products and departments, working closely with Customer Success, Sales, and Marketing.
- Leading 1010's UX Department and worked to unify design across all products and elevate UX to become a central part of company culture.

Prolific Interactive - Principal User Researcher 2018 - 2019

- Served as the sole Researcher for all of SoulCycle's digital department. Lead research strategy, coached PMs in research, and influenced product strategy.
- Facilitated Prolific's shift from UX Design to User Research, including updating service offering, department structure, and career progression.

American Family Insurance - Head of UX 2016 - 2017

- Guided 4 product teams through research, ideation, testing, development, and launch. Assisted with vendor selection, due diligence, and acquisitions.
- Taught research methodology to business analysts, directed research strategy, and oversaw design activities for all of Corporate Innovation.

MobileIgniter - Product Lead 2014 - 2016

- Designed and ran 18 usability studies to support product development and client work. Worked directly with clients and lead 4-person tech team.
- Created a standalone usability lab, generating new revenue streams for ML.

Nextt - UX Lead 2013 - 2014

- Injected per-sprint research into company's agile process. Improved conversion rate by 19% and onboarding completion by 46%.
- Owned all metrics and analytics, designing funnels and identifying high-value intervention points for targeted qualitative and quantitative research.

SKILLS

Usability Design, Usability Research, Heuristic Analysis, Survey Design, Focus Groups, Ethnographic Research, User Interviews, Expert Interviews, Diary Studies, Card Sorting, Task Analysis, Jobs To Be Done, Personas, User Stories, Hallway/Guerilla Testing.

UI Design, UX Design, Mobile App Design, Product Design, Rapid Prototyping, Accessibility, Internationalization, 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, Total Motivation.

TOOLS

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

Sketch, Adobe Suite, Figma, InVision, UserTesting, Respondent, UserInterviews, Validately, UserZoom, mTurk, FullStory, Heap, Google Analytics, Mixpanel, UserIQ, 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