

# Bradley Orego

User Experience Leader. Entrepreneur. Dancer.

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## SUMMARY

10+ years experience working with companies from startup to Fortune 500 as a User Researcher, UX Designer, and Product Strategist.

5+ years coaching, mentoring, building, and leading User Experience teams in a variety of settings, including agency and in-house.

## HIGHLIGHTS

### Big Data Analytics Director of User Experience

- Built a UX department from scratch, growing from 2 to 6, defining roles, responsibilities, and OKRs. Managed resourcing, process, ritual, and tools.
- Worked cross-functionally to scale research across multiple departments by developing playbooks, guidelines, and internal training materials.

### Fortune 500 Corporate Innovation

- Coached 4 product teams through a lean product development process, including research, ideation, testing, development, and launch.
- Assisted with vendor selection/management, due diligence, acquisition as well as hiring/scaling UX teams during product team spin-outs.

## RECENT EXPERIENCE

### 1010data - Director of User Experience 2019 - Present

- Head of Research and Design at 1010 working closely with Customer Success, Sales, Marketing, Product, and Engineering.
- Grew team from 2 to 8 and implemented standardized rituals, processes, guidelines, and playbooks to increase throughput, quality, and consistency.

### Prolific Interactive - Head of User Research 2018 - 2019

- Facilitated a shift from UX Design to User Research, including updating Prolific's service offering, department structure, and career progression.
- Shepherded transition for the 8 existing UX Designers into a team of 5 User Researchers, coaching and mentoring individuals to ensure personal growth.

### American Family Insurance - Principal UX Strategist 2016 - 2017

- Key stakeholder for User Experience, collaborating with over 50 business analysts, data scientists, engineers, designers, and researchers.
- Sourced, vetted, and managed product development vendors and services, owning the process and key results by leveraging outsourced talent.

### MobileIgniter - Product Lead 2014 - 2016

- Worked directly with clients and lead 4-person tech team in an agile methodology to deliver industry-leading Internet-of-Things products.
- Delivered 9 products through both client work and internal projects which MobileIgniter productized and brought to market.

### Nextt - UX Lead 2013 - 2014

- Injected per-sprint research into company's agile process. Improved conversion rate by 19% and onboarding completion by 46%.
- Lead a 4-person Product team through agile product development.

## 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