Bradley Orego

User Experience Leader. Entrepreneur. Dancer.

Brooklyn, NY (Remote OK)
716.939.1126
hello@bradorego.com
https://bradorego.com

SUMMARY

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

5+ years coaching, mentoring, leading, and building 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 and 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 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.

EXPERIENCE

1010data - Director of User Experience   2019 - Present

- Lead of Research and Design at 1010 working closely with Customer Success, Sales, Marketing, Product, and Engineering.
- Grew team from 2 to 6 and implemented standardized rituals, processes, guidelines, and playbooks to increase throughput, quality, and consistency.

Prolific Interactive - Head of User Research   2018 - 2019

- Facilitated s 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 - Lead Designer   2016 - 2017

- Key stakeholder for Design, collaborating with over 50 business analysts, data scientists, engineers, designers, and researchers.
- Sourced, vetted, and managed product development vendors and services.

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..

Nextt - UX Lead   2013 - 2014

- Injected per-sprint research into company's agile process. Improved conversion rate by 19% and onboarding completion by 46%.

SKILLS

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

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, Stencil.js, Node.js, Firebase, TensorFlow.js.

Sketch, Adobe Suite, Figma, InVision, UserTesting, Validately, UserZoom, mTurk, FullStory, Heap, 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