

## 📋 Professional Summary

- 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
- Mentor with 3-Day Startup, Startup Weekend, and TechStars Patriot Bootcamp

## ✍ Work History

**Lead Designer @ AmFamLabs (2016 - 2017)**

**Founder @ MelioraLabs (2013 - Present)**

- *Product design, usability research, and education for companies early stage to Fortune 500.*

**Product Lead @ MobileIgniter (2014 - 2016)**

- *Internet-of-Things product development consultancy. Created a UX Lab, designing/running dozens of studies.*

**Member, Mentor @ 100state (2013 - Present)**

- *Mentoring/coaching members of Wisconsin's largest coworking space and entrepreneurial network.*

**UX Lead @ Nextt (2013 - 2014)**

- *Collaborative social planning tool startup. Increased conversion rate by 20% and onboarding by 50%.*

**Digital Designer @ ZebraDog Studios (2012 - 2013)**

- *Award-winning interactive media installations using Kinect, WebGL, and large format multitouch devices.*

**Software Developer, UI Liaison @ Epic Systems (2011 - 2012)**

- *Designed and piloted Epic's UI Liaison initiative to help standardize UX throughout company*

## ✦ Research Highlights

**American Family Insurance**

- *Assisted with prototyping, usability research, vendor sourcing/vetting, and due diligence on several projects, including a \$15M acquisition and a demo/presentation for the Board of Directors.*

**Spectrum Brands**

- *Quality testing and usability research on a \$10M IoT Coffee Maker R&D project. Designed research protocol, recruited participants, conducted 30+ study sessions, and provided analysis of results.*
- *Project was put on hold based on study findings, saving several million dollars in production costs.*

## 🏠 Miscellany

Dancer @ Kanopy Dance Company (2013 - Present)

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 more engaging, more enjoyable products by  
leveraging Psychology and User-Centered Design.

Learn more at <https://bradorego.com> or start a conversation today.