

Brad Orego

User Experience Researcher. Entrepreneur. Dancer.

SUMMARY

10+ years experience working with companies from startup to Fortune 500, including agency and in-house as both a Research practitioner and leader.

Over 750 unmoderated remote research sessions with UserTesting, Validately, UserZoom, mTurk. Analytics tools include FullStory, Google Analytics, Mixpanel, Keen.io, and Heap. Statistical analysis using Excel, Python, R, SPSS.

HIGHLIGHTS

\$10M+ IoT R&D Usability Research

- Designed study, recruited participants, conducted 50+ 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

- Developed a scalable research process across all of 1010's products and departments, working closely with Customer Success, Sales, and Marketing.
- Lead 1010's UX Department and worked to unify design across all products, elevating UX to become a central part of company culture and process.
- Delivered a Research Playbook and Research Repository along with internal training, increasing quality and consistency of data-informed decisioning.

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 while defining the research practice and transitioning a team of 14.

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 6-person tech team.
- Created a standalone usability lab, generating new revenue streams for MI.

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.

Brooklyn, NY (Remote OK)

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https://bradorego.com

COMMUNITY

ResearchOps Global

Board of Directors (2019)

NYC UXPA

Member, Mentor (2018, 2019)

SKILLS

Usability Research, Heuristic Analysis, Survey Design, Focus Groups, Ethnographic Research, User Interviews, Contextual Inquiry, Diary Study, Card Sort, Task Analysis, Jobs To Be Done, Behavioral Persona, Journey Map, 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., Enterprise, B2B, B2C, Software-as-a-Service.

Agile, Scrum, Product Owner, Backlog Prioritization, KPI/OKR, Competitive Analysis, Issue Management, Total Motivation.

TOOLS

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

Figma, Sketch, Adobe Suite, 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