Bradley Orego

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SUMMARY

5M users reached across 20 product launches, ranging in budget from $0 passion projects to $100M venture-backed businesses.
6+ years of experience working with companies startup to Fortune 500.

HIGHLIGHTS

DreamKeep Rewards — *Agile Coach (2015)*

- Embedded to teach Angular and coach agile methodologies on a Fortune 500 development team. Increased velocity by 300%.
- Completed assigned work 2 months ahead of schedule, allowing us to add additional features and focus on code/product quality.

Therma-Stor — *Product Owner (2016)*

- Guided first-time IoT client through agile process. Coached on mobile app design, RESTful API design, user testing, and security.
- Decreased agent (user) reporting time per unit from hours to seconds, increasing throughput and enabling predictive data modelling.

EXPERIENCE

American Family Insurance — *Lead Designer (2016 - 2017)*

- Worked with 4 product teams, guiding them through an agile process including empathy, ideation, development, and launch. Helped manage 2 spin-outs and assist with due diligence for Ventures team.
- Prepared live demos for Board of Directors quarterly meetings.

MobileIgniter — *Product Lead (2014 - 2016)*

- Scrum Master on 8 greenfield products, working between client, C-suite, and 4-person development team across many industries.
- Responsible for all research/design decisions as well as client management, ensuring requirements were converted to user stories.

Nextt — *UX Lead (2013 - 2014)*

- Developed an iterative design process, injecting research, personas, and wireframes into the existing agile process.
- Increased conversion by 19% and onboarding completion by 46%.

Zebradog Studios — *Digital Designer (2012 - 2013)*

- Converted digital team from waterfall to agile, enabling design and development teams to work in parallel and adapt as we learned.
- 4 website launches and 6 large-scale interactive multimedia installations using Kinect, WebGL, and multitouch devices.

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

- Created UI Liaison program to standardize design company-wide.

SKILLS

Scrum Master, Product Owner, Agile, Product Strategy, Data-Driven, Backlog Prioritization, Product Design, User Stories, Customer Segmentation, Reporting, Collaboration, Velocity Estimation, KPIs/OKRs.

UX Research, Heuristic Analysis, Survey Design, Focus Groups, Ethnographic Research, Informational Interviews, Card Sorting, Task Analysis.

Rapid Prototyping, Wireframes, Personas, Iterative Design, Information Architecture, A/B Testing, Low- and Hi-Fidelity.

Collaborative, Adaptive, Business-Savvy, Data-Informed, Independent, Resourceful, Technical.

TOOLS

HTML, CSS, SCSS/Stylus, Javascript, Angular, Vue.js, Ionic, Node.js, Firebase.

Sketch, Adobe Suite, Figma, InVision, UserTesting, UserZoom, FullStory, Google Analytics, Mixpanel, Office Suite, SPSS.

EDUCATION

University of Rochester

Class of 2011

B.S. Computer Science
B.A. Psychology
Minors in Spanish, Dance