Bradley Orego

Product Designer
Entrepreneur
Dancer

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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 from startup to Fortune 500. Collaborative, adaptive, business-savvy, data-informed design and code.

Highlights

Madison Craft Beer Week   *2014 - 2016*

150k uniques and 2M sessions in May 2014, which, after a complete redesign to be responsive and improve information architecture, grew to 250k uniques and 5M sessions in May 2015. MCBW was acquired in 2016.

Freethought Today   *2017*

Digitized FFRF's monthly publication into weekly editions, increasing member engagement from the low 1000s to 50k+ WAU and driving growth.

Experience

American Family Insurance / Lead Designer   *2016 - 2017*

- Worked with 4 product teams, guiding them through lean/agile cycle of empathy, ideation, iteration, development, and launch. 2 teams spun out into their own entity.
- Prepared live demos for the Board of Directors as well as the annual team shareout.

MobileIgniter / Product Lead   *2014 - 2016*

- 8 greenfield product launches for clients in Home Services, Internet-of-Things, Agriculture, Manufacturing, and Home Appliances, among others.
- Responsible for all research and design. Scrum Master in agile environment working with CEO, CTO, and team of 4 developers. Ionic Framework as primary client tech.

Nextt / UX Lead   *2013 - 2014*

- Developed a user-centered iterative design process, injecting research, wireframing, personas, and rapid prototyping into the product development lifecycle.
- Increased conversion rates by 19% and onboarding completion by 46%.

Zebradog Studios / Digital Designer   *2012 - 2013*

- Converted digital team from waterfall to agile, working with PM to augment requirements with wireframes so design & development can begin in parallel.
- 4 website launches and 6 large-scale interactive multimedia installations using Kinect, WebGL, multitouch devices, and social media integrations.

Epic Systems / Software Developer, UI Liaison   *2011 - 2012*

- Created Epic's UI Liaison initiative to help standardize design across the company.

Skills

Agile, Lean UX, Rapid Prototyping, Responsive Design, Service Design, Desktop, Mobile, Web, Mobile App, Information Architecture, UX Research. HTML5, CSS3, Stylus, SCSS, JavaScript, Node.js, Vue, Angular, Ionic, Firebase. Sketch, Figma, InVision, Adobe Suite. Material Design, Apple Human Interface.

Education

University of Rochester / B.S. Computer Science, B.A. Psychology

c/o 2011. Rochester, NY. Minors in Spanish, Dance. Focus in HCI, Social Psych.