

Brad Orego (they/he)

UX Leader. User Researcher. Mentor. Dancer.

SUMMARY

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

9+ years coaching, mentoring, building, and leading UX & Research teams across agency, in-house, remote, and co-located settings.

HIGHLIGHTS

Auth0's Ops-First Research Practice

- Designed, built, and scaled a Research function to support 100+ end-to-end research studies, including qual., quant., generative, and evaluative.
- Evangelization & education of 100s of teammates to balance efficient, self-service research with quality checks by the core Research team.

Transitioning hybrid UX to dedicated roles at Prolific

- Joined an award-winning product agency to help transition their UX Design practice to dedicated User Research and Product Design functions.
- Defined new service offerings (including packages and pricing), new career ladders, and developed transition plans for the team of 20 UX Designers.

LEADERSHIP EXPERIENCE

Auth0 (acquired by Okta) - Head of Research 2020 - 2023

- Built a Research function from scratch, growing the team to 6 and supporting a team of 500 across Product, Marketing, and Customer Success.
- Increased throughput of Research by a factor of 8x by implementing strong Research Operations fundamentals (consistent tools, playbook, and process).
- Delivered 500+ strategic research insights which directly impacted Product roadmap, developed Marketing collateral, and uncovered new opportunities.

1010data - Director of User Experience 2019

- Developed a scalable research process across all of 1010's products and departments by working closely with Customer Success, Sales, and Marketing which included a Research Playbook and Research Repository.
- Lead 1010's UX Department and unified design across the company, growing the team from 3 to 10 by integrating isolated designers from different teams.

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.
- Defined and lead the Research function for Prolific, including the establishment of a new department and creation of best-in-class standards and processes.

American Family Insurance - UX Lead, AmFamLabs 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 21 usability studies to support product development and client work. Interfaced directly with clients and lead 6-person tech team.
- Created a standalone usability lab, generating new revenue streams for MI.

Brooklyn, NY (Remote preferred)

716.939.1126

hello@bradorego.com

https://bradorego.com

COMMUNITY

ResearchOps Global

Board of Directors (2019-2021)

NYC UXPA

Member, Mentor (2018 - Present)

NYC User Research Meetup

Organizer (2020 - Present)

SKILLS

Usability Research, Survey Design, Focus Groups, Ethnographic Research, User Interviews, Contextual Inquiry, Diary Study, Card Sort, Jobs To Be Done, Behavioral Persona, Journey Map, Hallway/Guerilla Testing, Product Analytics, Research Strategy

Insight/Research Repository, Research Playbooks, Rapid Prototyping, Accessibility, Inclusivity, Internationalization/Localization, Information Architecture, A/B Testing, Iterative Design, Service Design, Wireframing, Enterprise, B2B, B2C, B2E, SaaS.

Budget Planning, Workforce Planning, Roadmap Development, Strategic Vision, Evangelism & Education, Culture Building, Career Development, Vendor Management.

TOOLS

Figma, InVision, UserTesting, Respondent, UserInterviews, mTurk, FullStory, Heap, Google Analytics, Mixpanel, Office Suite, SPSS, Great Question, Tremendous, RewardsGenius, Qualtrics, QuestionPro, GetFeedback, Pendo, Gainsight, Looker, OptimalWorkshop, Miro, Lucid, Confluence, Jira.

EDUCATION

University of Rochester

CLASS OF 2011

B.S. Computer Science (HCI)

B.A. Psychology

Minors in Spanish, Dance

Take 5 Scholar