Brad Orego (they/them)

UX Leader. User Researcher. Mentor. Dancer.

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SUMMARY

- 14+ years experience working with companies from startup to Fortune 500, including agency and in-house as both IC and leadership.
- 9+ years coaching, mentoring, building, and leading UX & Research teams across globally distributed and co-located settings.
- 1000s of insights generated, 100s of studies completed, $MMs of budgets managed, 100s of individuals mentored, dozens of hires made.
- Frequent community engagement via conferences, blogs, Learners app, and direct open-source contributions.

COMMUNITY

ResearchOps Global
Board of Directors (2019-2021)
NYC UXPA
Member, Mentor (2018 - Present)
NYC User Research Meetup
Organizer (2020 - Present)
ADPList
Mentor (2023 - Present)

HIGHLIGHTS

Building an Ops-First Research Practice at Auth0

- Designed, built, and scaled a Research function to support 100+ end-to-end research studies across qualitative, quantitative, generative, and evaluative research, including customer and end-user participants.
- Evangelization & education of 100s of teammates to teach Research fundamentals and support a healthy balance of efficient, self-service research with quality checks by the core Research team.
- Lead execution of industry-leading research in Identity & Access Management, including presentations to industry associations such as the FIDO Alliance.

Consolidating teams & establishing process as 1010data's first Director of UX

- Joined a 20-year-old company to establish a UX department by consolidating designers, PMs, and Researchers from across the organization into one cohesive function.
- Established Mission, Vision, and Values for UX@1010, developed industry-standard rituals (team meetings, critiques, peer review, etc), and defined consistent processes across Design and Research.

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 individualized transition plans for the team of 21 UX Designers while leading hiring for new Researchers.

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 600 across Product, Marketing, and Customer Success.
- Increased throughput of Research by a factor of 8x by implementing strong Research Operations fundamentals (consistent tools, playbook, process).
- Built Research education into the onboarding process for all Auth0 new-hires.
- Delivered 500+ strategic research insights which directly impacted Product roadmap, developed Marketing collateral, uncovered new opportunities, and established industry best practices in IAM.
- Lead efforts to define core archetypes for Auth0 users as well as general tech consumers around authentication and authorization behaviors.

1010data - Director of User Experience   2019

- Established 1010's UX Department, unifying design across the company, growing the team from 3 to 10 by integrating isolated designers & researchers.
- Developed a scalable research process across all of 1010 by working closely with Product, Customer Success, Sales, and Marketing.
- Lead the development and implementation of a design system (Disco) and owned the end-to-end experience for Discover, 1010's first new product release in over a decade.
- Changes in Executive Leadership halted the investment in Discover at the end of 2019.

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 lead accessibility efforts.
- Defined and led the Research function for Prolific, including the establishment of a new department and creation of best-in-class processes & practices.

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.
- Worked alongside the Data Science & Analytics Lab to develop pioneering applications using computer vision (CV), machine learning (ML), and AI.
- Taught research methodology to business analysts, directed research strategy, and oversaw design activities for all of Corporate Innovation.
- AmFamLabs spin-outs supported include HomeKeep, Arturo, Moonrise, and Opterrix, among others.

MobileIgniter - Product Lead   2014 - 2016

- Designed and ran 21 usability studies to support product development and client work. Interfaced directly with clients and led a 6-person tech team.
- Developed a standalone usability lab, generating new customers and revenue streams for MI.
- Owned end-to-end experience for a variety of internet-of-things (IoT) apps and devices.

SKILLS & TOOLS

Usability Research, Survey Design, Focus Groups, Ethnographic (Observational) 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, Budget Forecasting, Talent Development, Mentorship, Cross-functional Collaboration.

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

EDUCATION

University of Rochester   (2006-2011)

B.S. Computer Science (HCI), B.A. Psychology (Social Psych)
Minors in Spanish, Dance
Take 5 Scholar