
Brad Orego (they/them)

UX Leader. User Researcher. Mentor. Dancer.

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SUMMARY

Foundational UX Researcher with 15+ years of experience specializing in shaping product direction within **B2B and technical product environments**, particularly at the **fusion of developer tools and AI**. I excel at leading **exploratory and generative research** into **novel AI-human workflows**, translating ambiguity into clarity, and defining *how* products are built.

I bring a proven ability to deliver a wide range of **quantitative and qualitative research studies**, synthesizing complex data leveraging frameworks from **HCI, behavioral science, and design thinking**. I specialize in **building research practices from the ground up, mentoring cross-functional teammates, and championing the voice of the user** to make research a force multiplier for product excellence. I am strategic, action-oriented, and deeply curious about how complex systems work, with a track record of driving significant impact at speed.

COMMUNITY

UXRConf

Speaker (2024, 2025)

NYC UXPA

Member, Mentor (2018 - Present)

ADPList

Mentor (2023 - Present)

ResearchOps Global

Board of Directors (2019 - 2021)

NYC User Research Meetup

Co-organizer (2020 - 2024)

NYC Service Design Jam

Mentor (2018 - 2020)

HIGHLIGHTS

Defining & Leading Foundational Research Practice

- Built and scaled research functions (e.g., Auth0 from zero to a team of 6), establishing foundational processes and culture to embed user-centered thinking in complex enterprise organizations.
- Reshaped Webflow's Research function to deliver Strategic Insights, influencing product roadmap and executive prioritization around AI, MCP, and Agentic AI.
- Established and led 1010data's first UX Department, demonstrating a track record of building research practices and influencing org-wide research culture in technical product environments.
- Mentored and coached 100s of cross-functional teammates across Design, Product, Engineering, and Marketing to effectively leverage user insights, embedding a user-centered mindset across diverse teams.

Researching & Designing for AI-Human Workflows & Developer Tools

- Led exploratory research into AI-human workflows and influenced Webflow's AI-driven products by fine-tuning outputs and behind-the-scenes intelligent defaults, improving satisfaction by 28%.
- Contributed to the development of Auth0's Bot Detection by uncovering nuanced user needs for security-convenience trade-offs in an AI-driven security feature.
- Analyzed usage trends around MCP & conducted interviews that fundamentally reshaped Webflow's roadmap, revealing new business opportunities fueled by AI & obsoleting previous investments.

Strategic Impact & Distilling Ambiguity into Clarity

- Authored 500+ strategic research insights at Auth0 that directly influenced senior leader decision-making and product strategy across complex software and enterprise solutions.
- Experience shaping product direction through early-stage generative research (e.g. Passkeys, AI Site Generation, AI SEO) and iterative usability testing, consistently turning ambiguity into clarity and action.
- Expert at distilling complex data into clear, compelling, and concise stories for audiences across Product, Design, Engineering, Customer Success, Marketing, and Sales, tailoring messaging and presentations for ICs, Managers, Function Leads, and the Board of Directors.

LEADERSHIP EXPERIENCE

Webflow - Head of Research & Insights

2024 - 2025

- Grew the Research team from 4 to 9, optimizing efficiency while creating clear delineations between tactical and strategic workstreams.
- Pioneered the integration and strategic use of AI tools (Enterpret, Outset, Sprig, Marvin) to derive deep user insights from 400k+ users, identifying critical needs like WordPress migration.
- Directly informed executive decision-making and board-level strategy, providing critical insights on enterprise AI adoption to optimize the product portfolio's investment & WebflowConf narrative.
- Drove multi-million dollar ARR growth through impactful research on key product launches, including the AI Site Builder, which saw a 20% lift in sign-ups and 5% month-over-month retention.
- Built and launched Webflow's Voice of the Customer & CSAT programs, elevating passive signals to inform research prioritization and uncover product opportunities.
- Launched a high-impact DIY Research program, empowering 15+ PMs and Designers per quarter to self-serve research, helping to embed user-centered thinking across the organization.

Auth0 (acquired by Okta) - Head of Research

2020 - 2023

- Built and scaled the Research function from ground zero to a team of 6, establishing a robust framework for a growing organization that supported 600+ stakeholders across Product, Sales, Marketing, and Customer Success.
- Authored 500+ qual and quant research insights that drove both Product roadmap & Marketing collateral, including the Identity Maturity Framework and State of Secure Identity annual reports.
- Cultivated a research-driven culture, inspiring a Director of Product to become a research evangelist, reordering their roadmap and building a case study for Research-driven prioritization.
- Pioneered consumer research on Passkeys, presenting findings to the FIDO Alliance and collaborating with industry leaders to standardize language and UX for this emerging technology.
- Guided the initial version of Auth0's Bot Detection, uncovering the need to let users customize the tradeoff between security and convenience.
- Established robust Research Operations foundations, enabling democratized research at scale to empower efficient insight utilization.

1010data - Director of User Experience

2019

- Strategically consolidated designers, PMs, and researchers into a cohesive UX department, fostering collaboration and a shared vision.
- Implemented industry-standard best practices, leading to enhanced operational efficiency and elevated user experience across the organization.
- Transformed UX from a service provider to a strategic partner, ensuring user insights were integrated from ideation through launch.
- Developed a company-wide design system (Disco) and owned the end-to-end experience for 1010's first new product release since 2008.

Prolific Interactive - Principal User Researcher

2018 - 2019

American Family Insurance - UX Lead, AmFamLabs

2016 - 2017

DOMAIN EXPOSURE

Technical & Developer Tools: Extensive experience with complex B2B SaaS platforms (Auth0, Webflow), big data analytics (1010data), and industrial software/hardware (MobileIgniter), providing a deep understanding of technical workflows and developer needs.

AI Applications: Proven track record researching and shaping AI-driven features and products (Webflow AI Site Builder, AI Design Assistant, AI Assistant centralization, Project Orion, Auth0 Bot Detection).

SKILLS & TOOLS

Research Practice Building & Mentorship: Building Research Practices, Mentoring Teammates, Influencing Org-Wide Research Culture, Defining Research Roadmap, Evolving Research Processes, Embedding User-Centered Thinking, Research Operations, Research Democratization, Scalable Systems.

AI & Technical Product Research: Exploratory & Generative Research (early-stage), AI-Human Workflows, Developer Tools Research, B2B SaaS, Technical Product Environments, Complex Systems & Workflows, AI/ML Space (agents, LLMs), AI-First Products, AI Tools in Research, Proactive Trend Identification.

Strategic Research & Impact: Leading & Executing Research (independent), Quantitative & Qualitative Research (mixed-methods), Strong Synthesis & Storytelling, Distilling Ambiguity into Clarity, Actionable Insights, Shaping Product Direction, Accelerating Product Development, Product Strategy Influence, Executive Communication, Managing Multiple Priorities, Scoping Projects, High-Quality Delivery.

Frameworks & Methodologies: HCI (Human-Computer Interaction), Behavioral Science, Design Thinking Frameworks, User Interviews, Usability Testing, Field Studies, Surveys, Logs Analysis (from Product Analytics), A/B Testing, Jobs To Be Done, Behavioral Persona, Journey Mapping, Low-/High-Fidelity Prototyping.

Collaboration & Communication: Excellent Collaboration & Communication Skills, Stakeholder Management, Relationship Building, Cross-functional Partnership, Facilitating Workshops, Leading Design Sprints, Rallying Teams around Insights, Championing User Voice.

Tools: Cursor, Replit, NotebookLM, Figma, UserTesting, Respondent, UserInterviews, mTurk, FullStory, Heap, Google Analytics, Mixpanel, SPSS, R, Great Question, Tremendous, RewardsGenius, Qualtrics, Pendo, Gainsight, Looker, Tableau, Snowflake, Optimal Workshop, Miro, Confluence, Jira, Notion, Snowflake, Rally, Sprig, Genway, Listen Labs, Outset.ai, HeyMarvin, Typeform.

EDUCATION

University of Rochester

2006 - 2011

B.S. Computer Science (HCI), B.A. Psychology (Social Psychology), Minor in Spanish, Minor in Dance

Take 5 Scholar, Dean's List Scholar, IB Scholar, First-Generation Scholar