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, $Millions of budgets managed, 100s of individuals mentored, dozens of hires made.
- Frequent community engagement via conferences, blogs, podcasts, Learners app, and direct open-source contributions.

COMMUNITY

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

HIGHLIGHTS

Founding the Design and Research functions 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.
- Co-lead (with the Sr Dir of Design) 2-year visioning exercises in 2020 and 2022 for Auth0 Design, including authoring Mission Statements for both Design and Research and dictating organization design & staffing.
- A trusted partner across Product, Marketing, Customer Success, and Engineering, including establishing the Customer Intelligence Alliance working group and co-launching the Auth0.Design brand evolution.

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

- Recruited by 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, implemented industry-standard best practices (team meetings, critiques, peer review, etc), and defined consistent processes across Design and Research.

Transitioning hybrid UX to dedicated roles at Prolific Interactive

- Joined an award-winning product agency to help guide the transition of their UX Design practice to dedicated User Research and Product Design functions and lead the Research function.
- 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 from 0 to support 600 Auziros across Product, Sales, Marketing, and Customer Success.
- Integrated Research education and evangelism into the onboarding process for all Auth0 new hires.
- Coached and mentored ICs and Managers, Senior Managers, and Directors across Design, Product, Customer Success, and Marketing.
- Delivered 500+ strategic research insights that directly impacted Product roadmap, developed Marketing collateral, uncovered new opportunities, and established industry best practices in IAM.
- Created and led large cross-functional collaborations, including a Customer Advisory Board, Developer Days UX Testing, and the Customer Intelligence Alliance.

1010data - Director of User Experience | 2019

- Established 1010's UX Department, unifying design across the company and growing the team to 11 by integrating isolated Designers, PMs & Researchers.
- Developed a scalable Research process across all of 1010 by working closely with Product, Customer Success, Sales, and Marketing.
- Led the development and implementation of a company-wide 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 caused divestment in Discover in Q3 2019.

Prolific Interactive - Principal User Researcher | 2018 - 2019

- Served as the sole Researcher for SoulCycle's digital department. Directed research strategy, coached PMs & Designers, and led accessibility efforts.
- Defined and led the Research function for Prolific, including establishing a new department and creating 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 17 research studies to support product development and client work.
- Owned client relations post-signing while leading a 6-person tech team.
- Developed a standalone usability lab, generating new customers and revenue streams for MI.
- Directed end-to-end experience for various 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, A/B Testing, Jobs To Be Done, Behavioral Persona, Archetypes, Journey Map, Hallway/Guerilla Testing, Product Analytics, Research Strategy, Low-/High-Fidelity Prototyping.

Rapid Prototyping, Accessibility, Inclusivity, Internationalization, Localization, Information Architecture, Iterative Design, Service Design, Wireframing, Enterprise, B2B, B2C, B2E, SaaS, Research Operations, Insights Repository Management, Recruiting, Participant Management, Automation, Research Democratization, Design Systems.

Budget Planning, Workforce Planning, Roadmap Development, Strategic Vision, Evangelism and Education, Culture Building, Career Development, Vendor Management, Budget Forecasting, Talent Development, Mentorship, Cross-functional Collaboration, Asynchronous Leadership, Remote/Distributed Team Management.

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

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