

sethvm.com
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SETH MORENOS

Product Designer & Engineering Student

EXPERIENCE

Loblaw Digital
Associate Product Designer
Jan - Apr 2021

Spearheaded end-to-end design for PC Express fulfillment initiatives targeting **enhanced operational efficiency**

Designed, piloted and shipped a pick history module used Canada-wide by grocery banners to validate **10,000+ orders per week**

Initiated design exploration for a delivery dashboard's search and filter functions to be used by support staff to sort through **300+ risky orders**

Soulfx Technologies Inc.
Software Designer
May - Aug 2020

Designed information architecture for a multinational client's enterprise patient support application that enables caseworkers to administrate **2,500+ pharmaceutical records**

Created mock-ups and drafted functional specifications for a public-facing portal that facilitates remote retrieval of prescription program cards for **500+ patients**

Ontario Ministry of Labour
UX & Web Designer
Sep - Dec 2019

Led interface design for the Employment Services Transformation project, an initiative directed towards **increased employment retention**

Created high-fidelity prototypes and documented workflow diagrams for a service delivered to help **15,000+ jobseekers** secure employment

PROJECTS

sethvm.com
UX Design & Development

Designed and developed a portfolio website using **React**, employing **responsive design**, **conditional rendering** and **lazy loading** to optimize browsing experience across varying device specifications

EDUCATION & SKILLS

University of Waterloo
Systems Design Engineering
Candidate for BASc, 2023

Design	Development	Tools & Technologies
Interaction Design	JavaScript	Figma
Product Thinking	HTML	Adobe CC
Usability Testing	CSS	React
Generative Research	Python	Bootstrap
Prototyping	C++	Git