

SETH MORENOS

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SKILLS

EXPERIENCE

Design

Loblaw Digital - Associate Product Designer

Interaction Design
Product Thinkina

Design Systems

Usability Testing

Generative Research
Information Architecture

Prototyping

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Jan - Apr 2021, Toronto ON

Spearheaded **end-to-end design** for PC Express fulfillment initiatives targeting enhanced operational efficiency and shortened customer wait times

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**

Development

JavaScript HTML / CSS

> Python C++

Soulfx Technologies - Software Designer

May - Aug 2020, Mississauga ON

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

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

Tools & Technologies

Figma Adobe CC

React

Bootstrap

Ontario Ministry of Labour - UX & Web Designer

Sep - Dec 2019, Toronto ON

EDUCATION

Led **interface design** and documented workflow diagrams for an Employment Ontario service delivered to help **15,000+ jobseekers** secure employment

University of Waterloo 2023
Systems Design Engineering

Human Factors in Design Design, Systems & Society Systems Design Methods Engineering Econ. of Design Captured **user flow** and traffic data throughout an internal website used by **100+ employees** using Google Analytics to assess ease of document retrieval

PROJECTS

Project Prism - Mobile UI/UX Design

Co-designed a mobile application that promotes **inclusivity within the tech industry** by enabling student-run teams to connect and share DE&I resources

INTERESTS

sethvm.com - Web Design & Development

Designed and developed a portfolio website using **React**, employing **responsive design** to enhance browsing experience across varying device specifications

Bouldering Soufflé

Pesto alla Genovese