



SETH MORENOS

Product Designer & Engineering Student

sethvm.com • sethvm64@gmail.com • linkedin.com/in/sethvm

SKILLS

Design

Prototyping
Interaction Design
Information Architecture
Generative Research
Data Visualization
Usability Testing

Development

JavaScript
HTML / CSS
Python
C++

Tools & Frameworks

Figma
Adobe CC
Sketch
React
Bootstrap
Git

EDUCATION

University of Waterloo 2023

Systems Design Engineering

Human Factors in Design
Design, Systems & Society
Data Structures & Algorithms

Interests

Bouldering
Pesto alla Genovese
Formula 1

EXPERIENCE

Associate Product Designer – Loblaw Digital

Jan 2021 - Present

- Executing **end-to-end design** for applications behind **online fulfillment** services delivered under market segment banners

Software Designer – Soulfx Technologies

May 2020 - Aug 2020

- Spearheaded **end-to-end design** for public-facing portals and enterprise application software used by clients to deliver healthcare support services
- Designed frontend and **information architecture** for a patient support platform, enabling caseworkers to administrate **2,500+ pharmaceutical records**
- Created **mock-ups** and drafted **functional specifications** for an application that facilitates the remote retrieval of prescription cards for **500+ patients**

UX & Web Designer – Ontario Public Service

Sep 2019 - Dec 2019

- Led **interface design** for Employment Ontario transformation projects aimed at modernizing internal-facing applications
- Created **high-fidelity prototypes** and workflow diagrams for a support service delivered by **400+ caseworkers** to help jobseekers secure employment
- Synthesized survey statistics from **100+ respondents** to deliver **data visualization** infographics that model usage trends for an internal information platform

PROJECTS

Project Albert – Branding, UI/UX Design

- Designing and co-developing a navigation app that assists students and new immigrants with evaluating residence and commute options within a new city

sethvm.com – UI Design, Frontend Development

- Designed and developed a portfolio website using **React**, employing **responsive design** to optimize rendering across varying screen dimensions