sethvm.com
sethvm64@gmail.com

SETH MORENOS
Product Designer & Engineering Student

SKILLS

Design
Prototyping
Interaction Design
Information Architecture
Generative Research
Usability Testing

Development
JavaScript
HTML / CSS
Python
C++

Tools & Frameworks
Figma
Adobe CC
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

Loblaw Digital – Associate Product Designer

Jan 2021 - Present

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

Redesigning and conducting usability testing for a transaction log module used by stores to troubleshoot **1000+ grocery orders per week**

Soulfx Technologies – Software Designer

May 2020 - Aug 2020

Spearheaded end-to-end design for enterprise applications and public-facing portals used by clients to deliver support services within the healthcare sector

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**

Ontario Public Service – UX & Web Designer

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

PROJECTS

Prism – Case Study

Co-designing a mobile application that promotes diversity within the tech industry by encouraging student-run teams to adopt DE&I initiatives

sethvm.com – UI Design, Frontend Development

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