

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 the 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 workflow diagrams for a service delivered by **400+ caseworkers** to help 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

Interaction Design
Product Thinking
Usability Testing
Generative Research
Prototyping

Development

JavaScript
HTML
CSS
Python
C++

Tools & Technologies

Figma
Adobe CC
React
Bootstrap
Git