SETH MORENOS

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SKILLS

Design
Interaction Design
Product Thinking
Design Systems
Usability Testing
Generative Research
Information Architecture
Prototyping

Development
JavaScript
HTML / CSS
Python
C++

Tools & Technologies
Figma
Adobe CC
React
Bootstrap

EDUCATION

University of Waterloo 2023
Systems Design Engineering
Human Factors in Design
Design, Systems & Society
Systems Design Methods
Engineering Econ. of Design

INTERESTS

Bouldering
Soufflé
Pesto alla Genovese

EXPERIENCE

Loblaw Digital – Associate Product Designer

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**

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**

Ontario Ministry of Labour – UX & Web Designer

Sep – Dec 2019, Toronto ON

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

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

sethvm.com – Web Design & Development

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