# SETH MORENOS

sethvm64@gmail.com • sethvm.com

## 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**

Created mock-ups and drafted 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