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 Creative Suite
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

Pesto alla Genovese
Formula 1
Bouldering

EXPERIENCE

Loblaw Digital – Associate Product Designer

Jan 2021 – 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 – Software Designer

May 2020 – Aug 2020

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 2019 – Dec 2019

Led interface design for the Employment Services Transformation project, an initiative directed towards **increased employment retention**

Created high-fidelity prototypes and documented workflow diagrams for a service delivered to help **15,000+ jobseekers** secure employment

PROJECTS

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