



SETH MORENOS

DESIGNER & ENGINEERING STUDENT

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SKILLS

Design

Prototyping
Interaction Design
Information Architecture
Generative Research
Data Visualization
Usability Testing

Development

JavaScript
HTML / CSS
Python
C++

Tools & Frameworks

Adobe CC
Figma
Sketch
React.js
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

Associate Product Designer – Loblaw Digital

Incoming Jan 2021

- Executing **end-to-end design** for applications behind operations delivered under market segment banners within the food and wellness industries

Software Designer – Soulfx Technologies

May 2020 - Aug 2020

- Spearheaded **end-to-end design** for public-facing portals and enterprise application software used by clients within the healthcare industry
- Designed frontend and **information architecture** for a patient support platform, enabling caseworkers to administrate up to **5,000+ pharmaceutical records** and facilitating remote retrieval of prescription cards for patients
- Prepared interface designs for developer handoff by creating **high-fidelity prototypes** and drafting **functional specification** documents

UX & Web Designer – Ontario Public Service

Sep 2019 - Dec 2019

- Led **interface design** for Employment Ontario transformation projects utilizing Agile development practices
- Created **high-fidelity prototypes** and workflow diagrams for a support service delivered by **3,000+ caseworkers** to assist jobseekers and newcomers with securing employment

PROJECTS

Project Albert – Branding, UI/UX Design

- Designing and co-developing a navigation app that assists newcomers and students with evaluating residence and commute options within a new city

sethvm.com – UI Design, Frontend Development

- Designed and developed a portfolio website using **React.js**
- Optimized rendering accross different devices through employing **responsive design** and creating media queries for varying screen dimensions