



# SETH MORENOS

Product 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

Figma  
Adobe CC  
Sketch  
React  
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

### Loblaw Digital – Associate Product Designer

Jan 2021 - Present

- Executing **end-to-end design** for applications behind **online fulfillment** services delivered under market segment banners

### Soulfx Technologies – Software Designer

May 2020 - Aug 2020

- Spearheaded **end-to-end design** for public-facing portals and enterprise application software used by clients to deliver healthcare support services
- Designed frontend and **information architecture** for a patient support platform, enabling caseworkers to administrate **2,500+ pharmaceutical records**
- Created **mock-ups** and drafted **functional specifications** for an application that facilitates the remote retrieval of prescription cards for **500+ patients**

### Ontario Public Service – UX & Web Designer

Sep 2019 - Dec 2019

- Led **interface design** for Employment Ontario transformation projects aimed at modernizing internal-facing applications
- Created **high-fidelity prototypes** and workflow diagrams for a support service delivered by **400+ caseworkers** to help jobseekers secure employment
- Synthesized survey statistics from **100+ respondents** to deliver **data visualization** infographics that model usage trends for an internal information platform

## PROJECTS

### Project Albert – Branding, UI/UX Design

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

### sethvm.com – UI Design, Frontend Development

- Designed and developed a portfolio website using **React**, employing **responsive design** to optimize rendering across varying screen dimensions