

sethvm.com  
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# SETH MORENOS

Product Designer & Engineering Student

## EXPERIENCE

**Loblaw Digital**  
**Associate Product Designer**  
Jan 2021 - Present

Executing end-to-end design for online fulfillment initiatives targeting **shortened order issue resolution times**

Spearheading re-design and usability testing for a transaction log module used by stores to troubleshoot **1000+ grocery orders per week**

**Soulfx Technologies Inc.**  
**Software Designer**  
May 2020 - Aug 2020

Designed frontend and information architecture for a client's 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 Ministry of Labour**  
**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

## PROJECTS

**Prism**  
UX & Mobile Design

Co-designing a networking application that promotes **diversity in the tech industry** by encouraging student-run teams to connect and share DE&I initiatives

**sethvm.com**  
UX Design & Development

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

## EDUCATION & SKILLS

**University of Waterloo**  
**Systems Design Engineering**  
Candidate for BAsC, 2023

**Design**  
Interaction Design  
Product Thinking  
Prototyping  
Usability Testing  
Generative Research

**Development**  
JavaScript  
HTML  
CSS  
Python  
C++

**Tools & Technologies**  
Figma  
Adobe CC  
React  
Bootstrap  
Git