



SETH MORENOS

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SKILLS

Design

Prototyping
User Flows
User Research
Data Visualization
Competitive Analysis
Journey Mapping

Tools

Figma
Sketch
InVision
Illustrator

Development

HTML / CSS
JavaScript
React.js
Node.js
Bootstrap
C++
Git

Education

University of Waterloo 2023

Systems Design Engineering

Coursework

Human Factors in Design
Design, Systems & Society
Digital Computation
Data Structures

Interests

Bouldering
Visual Design
Sim Racing

WORK EXPERIENCE

UX and Web Designer

Ontario Public Service

Sep 2019 - Dec 2019

Designed **wireframes** and **high-fidelity UI mockups** practicing **Agile** development for 2 employment service applications with **over 3000 users**

Delivered **data visualization** infographics to model survey statistics regarding usage trends and user demographics for an internal information system

Captured **user flow** and traffic data throughout an intranet website with **over 100 users** using Google Analytics to assess ease of document retrieval

Access Control Administrator

Toronto Transit Commission (TTC)

Jan 2019 - Apr 2019

Administered the creation, disablement, and deletion of user network IDs across all TTC platforms for incoming and outgoing employees

Optimized and documented workflow across multiple platforms to **streamline training procedure** for future co-op students

Expedited employee onboarding and offboarding by completing access rights updates for over **50 clients per week**

PROJECTS

Project Albert • Web Application

Designing and co-developing a web application that assists newcomers with evaluating residence and commute options within a new city

Creating logo design and typography guide to establish **branding**

Conducting **user research** and **competitive analysis** to better align product objectives with user objectives

Polyglot Dash • Web Application

Developing a flexible dashboard using **React.js** with reusable components for data visualization projects

sethvm.com • Website

Designed and developed a portfolio website using **HTML**, **CSS** and **React.js** for showcasing projects

Optimized rendering across different devices through employing **responsive web design** and creating media queries for varying screen dimensions