



SETH MORENOS

DESIGNER & ENGINEERING STUDENT

sethvm.com | github.com/sethvm | sethvm64@gmail.com

SKILLS

Design

Prototyping
Information Architecture
Data Visualization
Flow Diagrams
User Research

Development

JavaScript
HTML / CSS
Python
C++

Tools & Frameworks

Figma
Adobe CC
Sketch
React.js
Bootstrap
Material UI
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

WORK EXPERIENCE

Software Designer – Soulfx Technologies

May - 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 program platform, enabling caseworkers to administrate up to **10,000+ pharmaceutical records**
- Prepared interface designs for developer handoff by creating **high-fidelity prototypes** and drafting **functional specification** documents

UX & Web Designer – Ontario Public Service

Sep - Dec 2019

- Delivered **high-fidelity prototypes** and service **process flowcharts** practicing **Agile** methodologies for an Employment Ontario project affecting **3,000+ caseworkers**
- Synthesized survey statistics from **100+ respondents** to deliver **data visualization** infographics that model usage trends for an internal information platform
- Captured **user flow** and traffic data throughout an internal website used by **100+ employees** using Google Analytics to assess ease of document retrieval
- Familiarized teammates with **rapid prototyping** techniques by conducting tutorial sessions with **Figma**

PROJECTS

sethvm.com – UI Design, Frontend Development

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

Project Albert – UI Design, Branding

- Designing and co-developing a navigation app that assists newcomers and students with evaluating residence and commute options within a new city
- Creating frontend prototype using **Adobe XD**

RGB Minigame – Frontend Development

- Developed a minigame using **HTML**, **CSS** and **JavaScript** that provides the player an RGB value and prompts them to select the correct colour from an array of squares
- Implemented a difficulty system that adjusts the number of on-screen squares