

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 and delivery initiatives targeting **shortened order issue resolution times**

Designed, piloted, and launched a new transaction log module used Canada-wide by grocery banners to validate **100,000+ 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 the Employment Services Transformation project, an initiative directed towards **increased employment retention**

Created high-fidelity prototypes and workflow diagrams for a support service delivered by **400+ caseworkers** to help jobseekers secure employment

## PROJECTS

**sethvm.com**  
UX Design & Development

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

**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

## 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