sethvm.com

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SETH MORENOS
Product Designer & Engineering Student

EXPERIENCE

Loblaw Digital
Associate Product Designer
Jan – Apr 2021

Executed end-to-end design for PC Express fulfillment initiatives targeting **shortened order issue resolution times**

Designed, piloted and launched a pick history module used Canada-wide by grocery banners to validate **10,000+ orders per week**

Initiated design for a delivery dashboard search and filter function to be used by support staff to sort through tables containing **300+ risky orders**

Soulfx Technologies Inc.
Software Designer
May – 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 – 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

EDUCATION & SKILLS

University of Waterloo
Systems Design Engineering
Candidate for BASc, 2023

Design	Development	Tools & Technologies
Interaction Design	JavaScript	Figma
Product Thinking	HTML	Adobe CC
Usability Testing	CSS	React
Generative Research	Python	Bootstrap
Prototyping	C++	Git