



# SETH MORENOS

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## SKILLS

### Design

Interaction Design  
Product Thinking  
Design Systems  
Usability Testing  
Generative Research  
Information Architecture  
Prototyping

### Development

JavaScript  
HTML / CSS  
Python  
C++

### Tools & Technologies

Figma  
Adobe CC  
React  
Bootstrap

## EDUCATION

### University of Waterloo 2023 Systems Design Engineering

Human Factors in Design  
Design, Systems & Society  
Systems Design Methods  
Engineering Econ. of Design

## INTERESTS

Pesto alla Genovese  
Formula 1  
Bouldering

## EXPERIENCE

### Loblaw Digital – Associate Product Designer

Jan – Apr 2021, Toronto ON

Spearheaded end-to-end design for PC Express fulfillment initiatives targeting **enhanced operational efficiency** and **shortened customer wait times**

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

Initiated design exploration for a delivery dashboard's search and filter functions to be used by support staff to sort through **300+ risky orders**

### Soulfx Technologies – Software Designer

May – Aug 2020, Mississauga ON

Designed information architecture for a multinational client's patient support application that enables caseworkers to administrate **2,500+ pharmaceutical records**

Created mock-ups and drafted functional specifications for a public-facing portal that facilitates remote retrieval of prescription program cards for **500+ patients**

### Ontario Ministry of Labour – UX & Web Designer

Sep – Dec 2019, Toronto ON

Led interface design and documented workflow diagrams for an Employment Ontario service delivered to help **15,000+ jobseekers** secure employment

Captured user flow and traffic data throughout an internal website used by **100+ employees** using Google Analytics to assess ease of document retrieval

## PROJECTS

### Project Prism – Mobile UI/UX Design

Co-designed a mobile application that promotes **inclusivity within the tech industry** by enabling student-run teams to connect and share DE&I resources

### sethvm.com – Web Design & Development

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