

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 applications targeting **shortened issue resolution times**

Spearheading re-design and usability testing for a transaction log module used by stores to troubleshoot **1000+ grocery orders per week**

Soulfx Technologies
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 Employment Ontario transformation projects aimed at modernizing internal-facing applications

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

PROJECTS

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

sethvm.com
UI Design & Development

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

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