

# SETH MORENOS

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## EDUCATION

### University of Waterloo

Systems Design Engineering

Hons BAsC, expected 2023

### Coursework

Human Factors in Design

User Centred Design Methods

Design, Systems, & Society

Data Structures & Algorithms

## SKILLS

### Design

Interaction Design

Product Thinking

Visual Design

Design Systems

Information Architecture

Usability Testing

User Research

Prototyping

Wireframing

### Tools & Technologies

Figma

Adobe XD

React

GraphQL

JavaScript

HTML / CSS

Python

Git

## INTERESTS

Bouldering

Skydiving

Soufflé

## EXPERIENCE

### Interac Corp • UX Design Intern

Sep - Dec 2021

Piloted an industry-first open banking MVE for integration into a network that connects 200+ financial institutions across Canada

Spearheaded design exploration for a contactless peer-to-peer payment channel within Interac Debit, a transaction platform serving 15M+ monthly active users

### Loblaw Digital • Product Design Intern

Jan - Apr 2021

Led end-to-end design and pilot of a pick history module used Canada-wide in PC Express operations to validate 10K+ orders per week across 13 grocery store chains

Initiated design exploration for a delivery mapping tool used by support staff to administrate the serviceability ranges of 700+ pickup outlets

### Soulfx Technologies • Software Design Intern

May - Aug 2020

Designed information architecture of a multinational client's patient support application that facilitates the administration of 2.5K+ pharmaceutical records

Delivered mock-ups and functional specifications for a public-facing portal that enables remote retrieval of prescription program cards for 500+ patients

### Ontario Ministry of Labour • UX Design Intern

Sep - Dec 2019

Led experience design and documented workflow procedures for an Employment Ontario service delivered to help 15K+ jobseekers secure employment

## PROJECTS

### Project Prism • Mobile Interaction 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, pre-rendering, and lazy loading to enhance browsing experience