

# SETH MORENOS

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## EDUCATION

### University of Waterloo

#### Systems Design Engineering

Hons BAsC, Class of 2023

#### Coursework

User-Centred Design Methods

Human Factors in Design

Customer Experience Design

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 CC

React

Node.js

JavaScript

HTML / CSS

Python

Git

## INTERESTS

Bouldering

Skydiving

Soufflé

## EXPERIENCE

### Intuit • Product Design Intern

Incoming May 2022

Designing for QuickBooks Self-Employed, an accounting platform depended on by self starters and small businesses

### 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

## PROJECTS

### FigWalk • UI Development

Developed a React-based Figma plugin template by interfacing with the Figma API to streamline design prototyping and asset creation workflows

### sethvm.com • Front-end Development

Designed and developed a portfolio website using React, employing responsive design, prefetching, and lazy loading to enhance browsing experience