

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
Express
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, prefetching, and lazy loading to enhance browsing experience