

SETH MORENOS

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EDUCATION

University of Waterloo

[Systems Design Engineering](#)

Honours Co-op BAsC, 2023

Coursework

Interface Design
Human Factors in Design
Cognitive Ergonomics
User Centred Design Methods
Needs Analysis & Prototyping
Probability & Statistics

SKILLS

Design

Interaction Design
Product Strategy
Visual Design
Design Systems
Information Architecture
Usability Testing
User Research
Prototyping
Wireframing

Technical

Figma
Adobe CC
React
Node.js
JavaScript
HTML / CSS
Python
Git

EXPERIENCE

Intuit • [Product Design Intern](#)

May - Aug 2022

Owned and shipped end-to-end designs for QuickBooks Payments, introducing 2 new payment channels and powering over \$300M USD in transactions daily

Conducted contextual inquiries and 2 rounds of A/B testing to identify pain points within invoice checkout journey and validate design solutions

Prioritized requirements by collaborating with product owners, engineers, and business analysts and facilitating workshops for a cross-functional team of 10

Interac Corp • [UX Design Intern](#)

Sep - Dec 2021

Piloted industry-first minimum viable experiences for integration into a banking network that connects over 200 financial institutions across Canada

Loblaw Digital • [Product Design Intern](#)

Jan - Apr 2021

Led and shipped end-to-end design of a pick history module used Canada-wide to validate over 10K orders weekly across 13 grocery store chains

Spearheaded 3 rounds of usability testing to assess ease of fulfillment status identification and item staging time confirmation

Partnered with engineering team to construct a library of over 10 design components that achieve AA-level accessibility compliance with WCAG 2.0

Soulfx Technologies • [Software Design Intern](#)

May - Aug 2020

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

Ontario Ministry of Labour • [UX Design Intern](#)

Sep - Dec 2019

Drove experience design for an Employment Ontario service delivered to provide assistance to over 15K jobseekers annually

Captured user flow and traffic data throughout an internal website used by over 100 employees to quantitatively evaluate ease of document retrieval

PROJECTS

LingoShare • [Capstone Design](#)

Leading 0-to-1 design for a digital platform that fosters cultural education between first and second-generation Canadian immigrants

FigWalk • [UI Development](#)

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