

# SETH MORENOS

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## EDUCATION

### University of Waterloo

Systems Design Engineering

Honours 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

Led end-to-end design iteration of the QuickBooks Payment Portal, introducing 2 new payment channels and powering \$300M+ USD in transactions daily

Prioritized product objectives by leveraging Intuit's Design for Delight (D4D) principles and facilitating workshops for a cross-functional team of 10

### Interac Corp • UX Design Intern

Sep - Dec 2021

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

### Loblaw Digital • Product Design Intern

Jan - Apr 2021

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

Initiated exploratory research 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 app that facilitates the management of 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 15K+ jobseekers annually

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

## PROJECTS

### LingoShare • Capstone Design

Leading end-to-end design for a web application that fosters cultural education between first and second-generation Chinese-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

### sethvm.com • Frontend Development

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