

# SETH MORENOS

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## EXPERIENCE

### EverCommerce • Product Designer

Apr 2023 - Present

Designing for Invoice Simple, a desktop and mobile-based Software as a Service (SaaS) application tailored towards small business owners

### 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 daily transactions

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

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

### 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

Delivered prototypes and functional specifications for a public-facing portal that enables the retrieval of prescription program cards for over 500 patients

## SKILLS

**Design:** Interaction Design, Product Strategy, Visual Design, Information Architecture, Usability Testing, User Research, Prototyping

**Technical:** Figma, Adobe CC, React, Node.js, JavaScript, HTML, CSS, Git

## EDUCATION

### University of Waterloo • Systems Design Engineering

Honours BAsC, Class of 2023