SETH MORENOS

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EXPERIENCE

Product Designer, Invoice Simple • EverCommerce

Apr 2023 - Present, Toronto, ON

Driving and planning strategic design initiatives for a mobile and web-based invoicing software as a service (SaaS) platform depended upon by 500K+ small business owners

Spearheading enhancement of new user journey, increasing free-to-paid conversion rate by 37% and annual recurring revenue by $1.2M+ to date

Expanding multi-processor payments experience by conducting design explorations and user interviews, generating a 127% lift in year-over-year activations to date

Product Design Intern, QuickBooks Payments • Intuit

May - Aug 2022, Toronto, ON

Led end-to-end design initiatives for customer-facing checkout, introducing 2 new payment channels and powering $300M+ in transactions daily

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

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

Product Design Intern, Grocery Fulfillment • Loblaw Digital

Jan - Apr 2021, Toronto, ON

Streamlined online fulfillment by leading end-to-end design of a pick history module used Canada-wide to validate 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 10+ new design components that achieve AA-level accessibility compliance with WCAG 2.0

UX Design Intern, Patient Support Applications • Soulfx Technologies

May - Aug 2020, Mississauga, ON

Designed information architecture of a multinational client's patient support app that facilitates the administration of 2.5K+ medical records, enabling virtual-first healthcare delivery during COVID-19

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

SKILLS

Design

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

Tools & Tech

Figma, Adobe Illustrator, Miro, Jira, Confluence, React, SASS, Node.js, JavaScript, HTML, CSS, Git

EDUCATION

BASc, Systems Design Engineering • University of Waterloo

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