

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

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

Conducted contextual inquiries and 2 rounds of A/B Testing to identify pain points within checkout journey and validate design options

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 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

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

Worked closely with engineering team to construct a library of 10+ design components that attain 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 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 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