SETH MORENOS

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EDUCATION

University of Waterloo

Systems Design Engineering

Honours BASc, 2023

Coursework

Human Factors in Design
User Centred Design Methods
Cognitive Ergonomics
Needs Analysis & Prototyping
Data Structures & Algorithms
Probability & Statistics

SKILLS

Design

Interaction Design
Product Thinking
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 redesign of the QuickBooks Payment Portal, introducing 2 new payment channels and powering $300M+ USD in transactions daily

Prioritized product objectives by leveraging 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 administration 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