SETH MORENOS

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EXPERIENCE

Product Designer, Invoice Simple · EverCommerce

Apr 2023 - Present, Toronto, ON

Leading growth and software as a service (SaaS) design initiatives for an iOS, Android and web-based invoicing platform serving 500K+ small business owners

Spearheading enhancement of user onboarding journey, increasing signup-to-paid conversion rate by 38% and overall revenue by $1M+ across all projects to date

Piloted novel free trial experience, increasing document creations by 27%, document sends by 10% and driving 10% subscription skew towards higher-tier packages

Expanded multi-processor payments functionality by conducting design explorations and user interviews, resulting in 127% growth in year-over-year activations

Product Design Intern, QuickBooks Payments · Intuit

May - Aug 2022, Toronto, ON

Led end-to-end design initiatives for customer-facing checkout experience, 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 user journey and validate competing design solutions

Orchestrated design thinking workshops involving 10+ cross-functional stakeholders to prioritize product requirements and accelerate roadmap alignment

UX Design Intern, Innovation Lab · Interac Corp.

Sep - Dec 2021, Toronto, ON

Designed and piloted industry-first minimum viable experiences (MVEs) for integration into a banking network that connects 200+ financial institutions across Canada

Championed company-wide adoption of UX best practices by incorporating design thinking methodologies in the execution of 3 proof of concept (POC) initiatives

Product Design Intern, Grocery Fulfillment · Loblaw Digital

Jan - Apr 2021, Toronto, ON

Streamlined fulfillment operations by leading end-to-end design of a pick history module used Canada-wide to validate online orders across 13 grocery store chains

Completed 3 rounds of usability testing to qualitatively 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 compliance with WCAG 2.0 standards

SKILLS

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

Figma, Miro, Amplitude, Jira, Claude, React, 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