SETH MORENOS

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EDUCATION

University of Waterloo

Systems Design Engineering

Honours Co-op 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

EverCommerce • Product Designer

Apr 2023 - Present

Designing Software as a Service (SaaS) systems for 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 transactions daily

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 industry-first minimum viable experiences for integration into a banking network that connects over 200 financial institutions across Canada

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

Ontario Ministry of Labour • UX Design Intern

Sep - Dec 2019

Drove experience design for an Employment Ontario service delivered to provide assistance to over 15K jobseekers annually

Captured user flow and traffic data throughout an internal website used by over 100 employees to quantitatively evaluate ease of document retrieval

PROJECTS

LingoShare • Capstone Design

Led 0-to-1 design for a digital platform that fosters cultural education between first and second-generation Canadian immigrants

Conducted 3 rounds of usability testing, 2 cognitive walkthroughs, and user-acceptance testing to identify pain points and validate design solutions