SETH MORENOS

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EXPERIENCE

Product Designer, Invoice Simple • EverCommerce

Apr 2023 - Present, Toronto, ON

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

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

Redesigning locale-based tax and currency configuration experience to drive user acquisition across 7 key international market segments

Expanded multi-processor payments experience 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 with 10+ cross-functional stakeholders to prioritize product requirements and accelerate roadmap alignment

UX Design Intern, Innovation Lab • Interac

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) projects

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

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

Design

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

Tools & Tech

Figma, Miro, Jira, Confluence, Amplitude, 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