



Hello,  
**I'm Teresa Huesca**  
**Product Designer**

## Let's connect

- @ huesca.teresa@gmail.com
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- Toronto, Canada | Anywhere

## Skills

UX, UI,  
User Research,  
Usability Tests,  
Responsive design  
Mobile designs  
Mentorship,  
Wireframe,  
Prototyping.

## Software

Figma,  
Jira,  
Confluence,  
InVision,  
Sketch,  
Optimal Workshop,  
UserZoom Go

## Languages

English  
Spanish.

## About me

I'm a Product Designer with a decade of experience in advertising and product companies, who is passionate about the Design Thinking process and enjoys using methodologies to a greater good and solves users' problems. Proven track record in working closely with the Product Owner and the product team in an agile workflow.

Conducts end-to-end process from research, ideation, creation, prototyping, delivery, and iteration. Strong ability to create detailed UX documents for the internal team and stakeholders. High competence to perform in-person or remote usability tests to understand the motivation behind every user's action. I'm motivated by collaborating with a fun, talented team of people.

## Experience

**MAY 2023 - PRESENT**

### **Scotiabank - Sr Product Designer**

- Accountable for the information architecture, functionality, UX, usability, visual design, content development, and research.
- Collaborating with an international team using agile process.

**MARCH 2021 - MAY 2023**

### **Diff- Agency - Sr UX Designer**

- Mentoring Junior UX Designers
- Enhancing the internal processes to make the design collaboration more efficient.
- Develop UX Audits, research, wires, workshops, prototypes, analysis, user test, and tree test.

**SEPT 2019 - PRESENT**

### **Teresa Huesca - UX Consultant**

- Acted as UX Consultant for Green light labs, helped them to improve the UX design and user journey in their iOS and Android app.
- Created competitive reviews, usability testing, and continuously enhancing and implementing new features.
- Creating a learning platform course to help companies transition to electric vehicles.

NOVEMBER 2017 - MARCH 2020

### **IceMobile - UX Designer**

IceMobile specializes in Loyalty programs apps which headquarters are in Amsterdam, Netherlands.

- Collaborated side by side with the development team in Air Miles in a two week sprint.
  - Met the requirements from their product backlog and timeline.
  - Implemented rewards catalogue in the app, improving partners catalogue display.
  - Leveraged the most important content in the app by PO.
- Partnered with a team in Toronto and Monterrey, Mexico, for our OXXO client.
  - Accountable for the creation of the UX and overseeing the UI in the app.
  - Met the requirements to merge two existing internal apps in one with a better UX that allow scalability growth for future projects.
- Created prototypes for an in person or remotely usability testing. Incorporate a structure to create constant user tests and refine the product together with the development team in their sprints.

OCTOBER 2014 - JUNE 2017

### **Critical Mass - UX Designer**

- **Clients:** Citibank, AT&T, and Nissan/Infiniti.
- Delivering competitor reviews, user journeys, wireframes, user flows and high fidelity prototypes for iOS and responsive websites.
- Collaborated closely with designers, copy writers and development team to create outstanding user experiences.
- Participated as a Mentor to enhance the UX process within Critical Mass in Costa Rica office.
- Reviewed research on competitive sites, existing initiatives, past projects and through customer research.

MARCH 2014 - OCTOBER 2014

### **Postmedia Network Inc - Information Architect**

- Acted as the IA for the responsive website Driving.ca and other newspapers online.
- Produced site maps, wireframes, process diagrams, uses cases, user stories, scenarios, data flow diagrams and interactive prototypes.

## **Courses**

DECEMBER 2023

**IDEO U - *Storytelling for innovation***

AUGUST 2020

**AlterSpark - *Psychology for Digital Behavior Change***

JULY 2018

**Design Sprint Academy - *Design Sprint Immersive***

JULY 2018

**Design Sprint Academy - *Problem Framing***

## **Education**

JANUARY 2011 - DECEMBER 2011, CANADA

**Vancouver Film School - *Diploma, Digital Design***

AUGUST 2004 - DECEMBER 2009, MEXICO

**Iberoamericana University - *Communication Degree, Specialist in Filmmaking***