



**Teresa Huesca**  
Senior Product Designer

**Scotiabank**

**Diff Agency**

Volunteer for Neighbours United.

**Teresa Huesca Designs**

Started consulting startups and collaborated with RESY.

**Ice Mobile**

Obtained an advanced scuba diving certification (AOW).

Volunteer for Sea Shepherd Conservation Society.

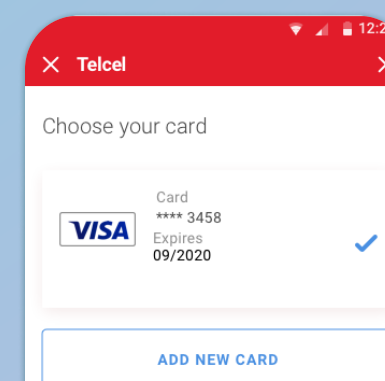
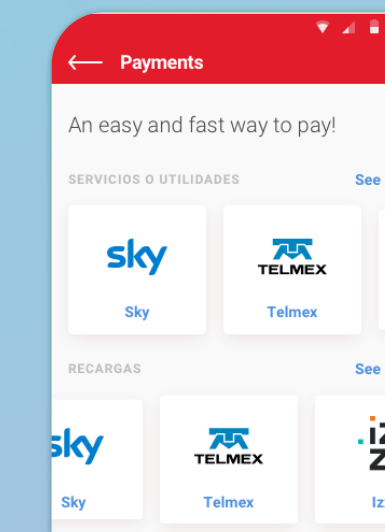
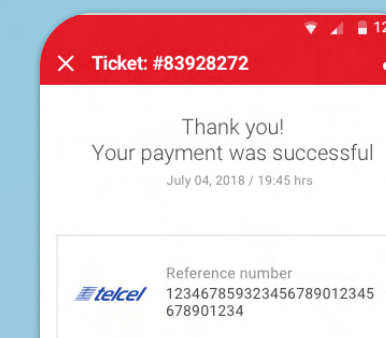
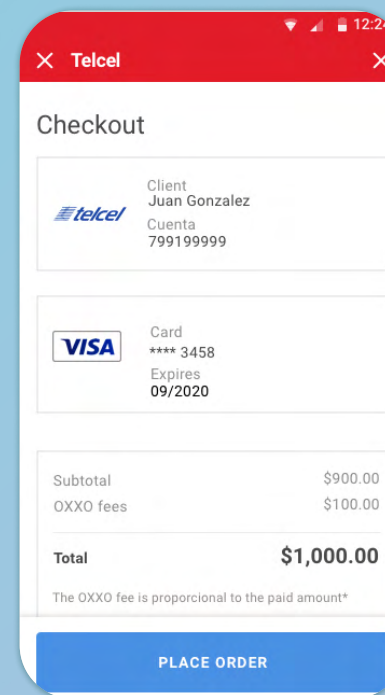
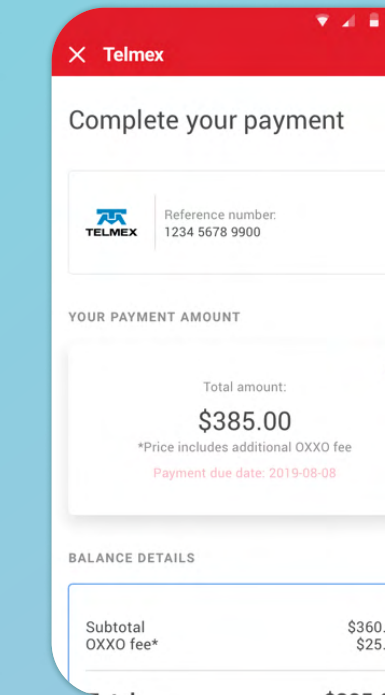
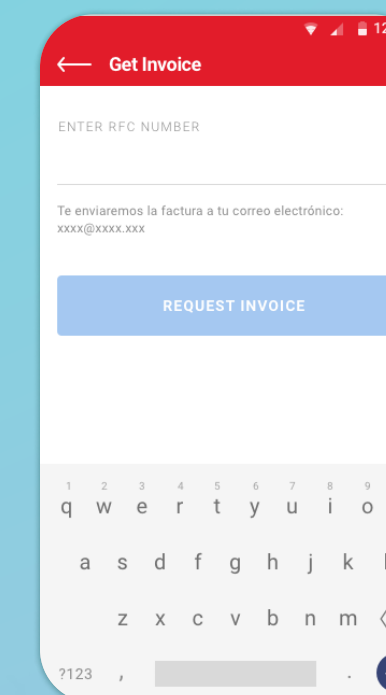
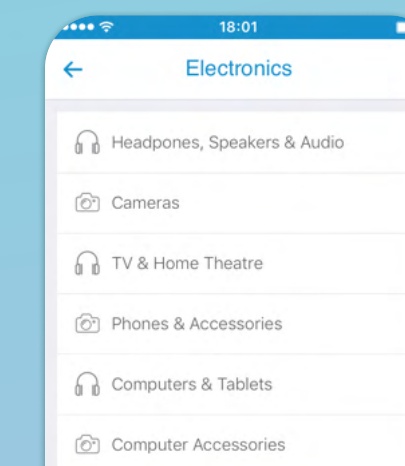
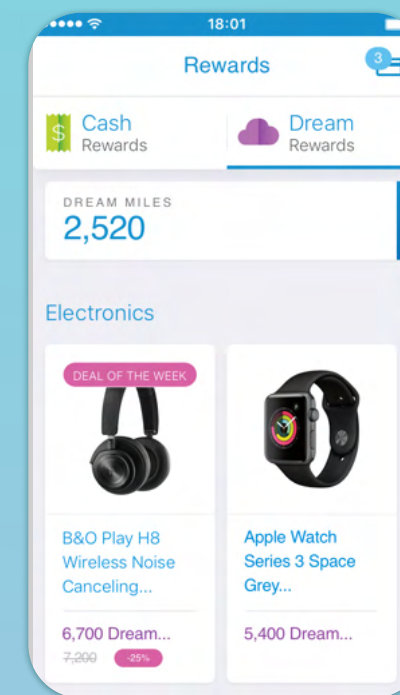
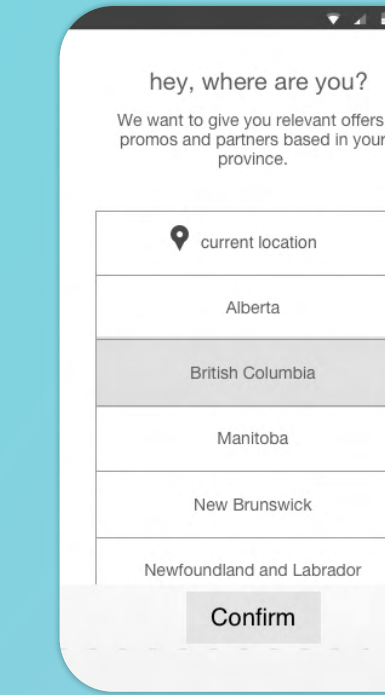
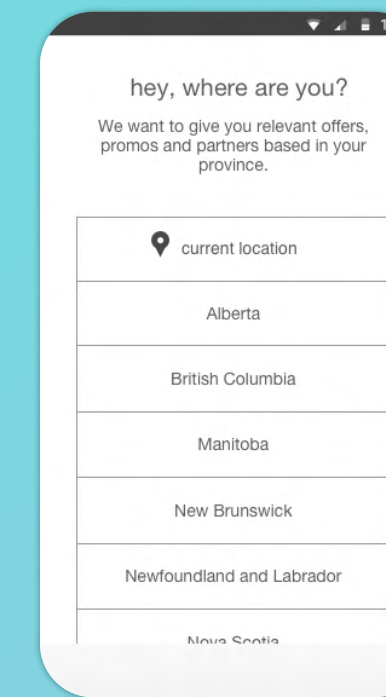
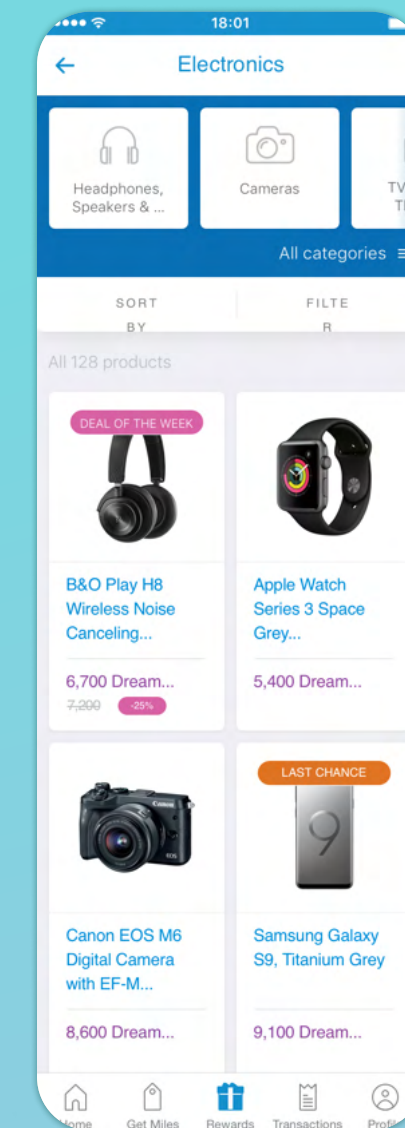
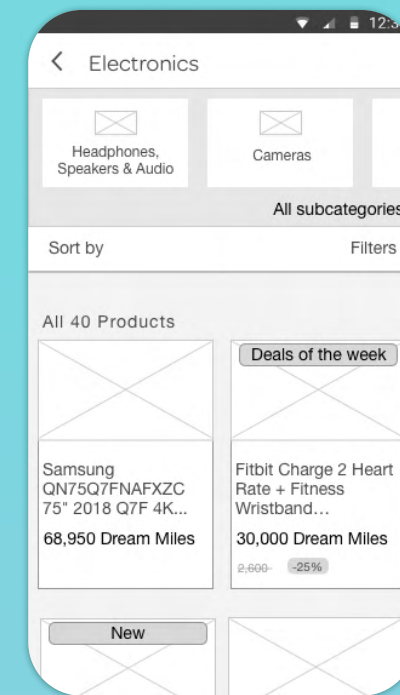
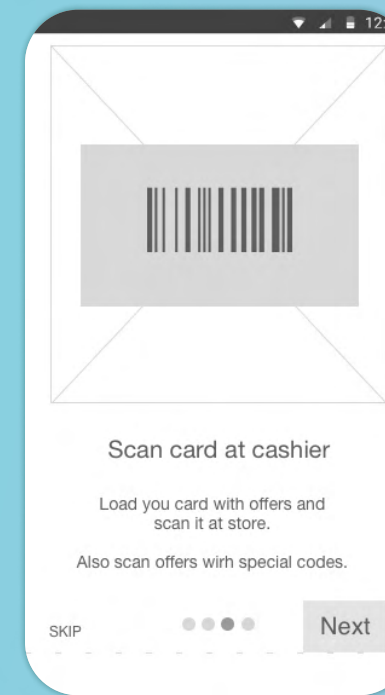
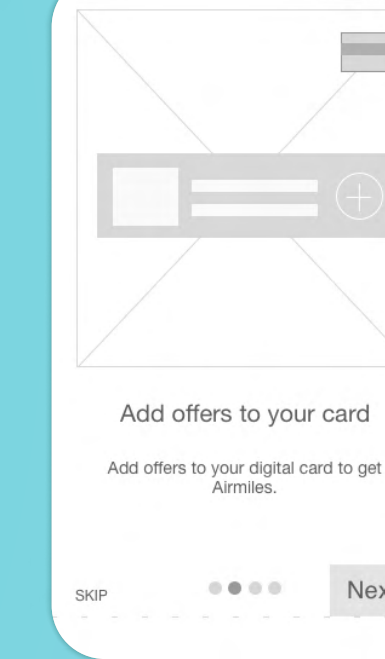
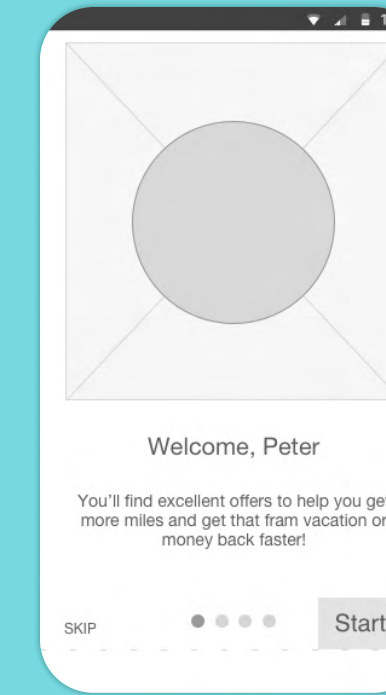
**Critical Mass**

Obtained an open water scuba diving certification (OWC).

Became Permanent Canadian Resident.

**Postmedia Network Inc**

A stingray stung me in Hermosillo, Mexico.

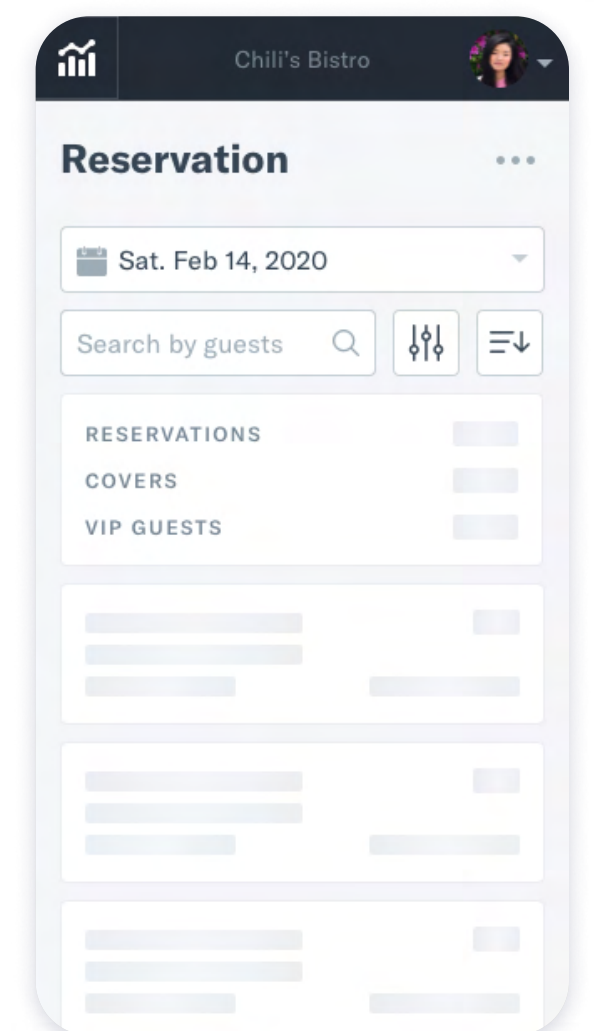
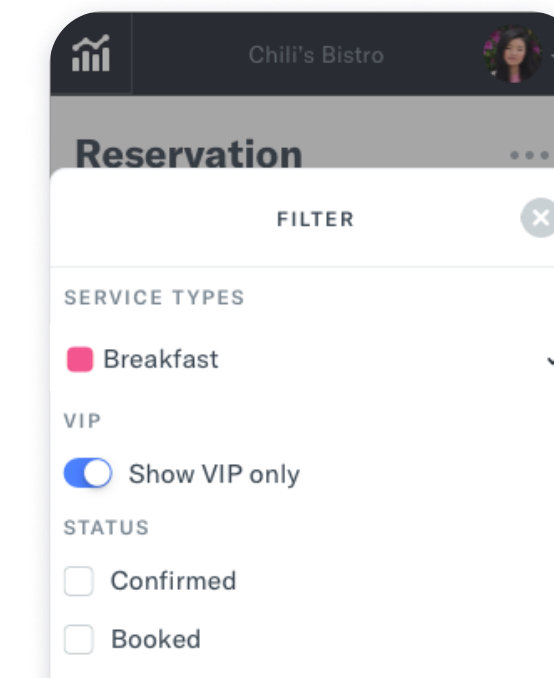
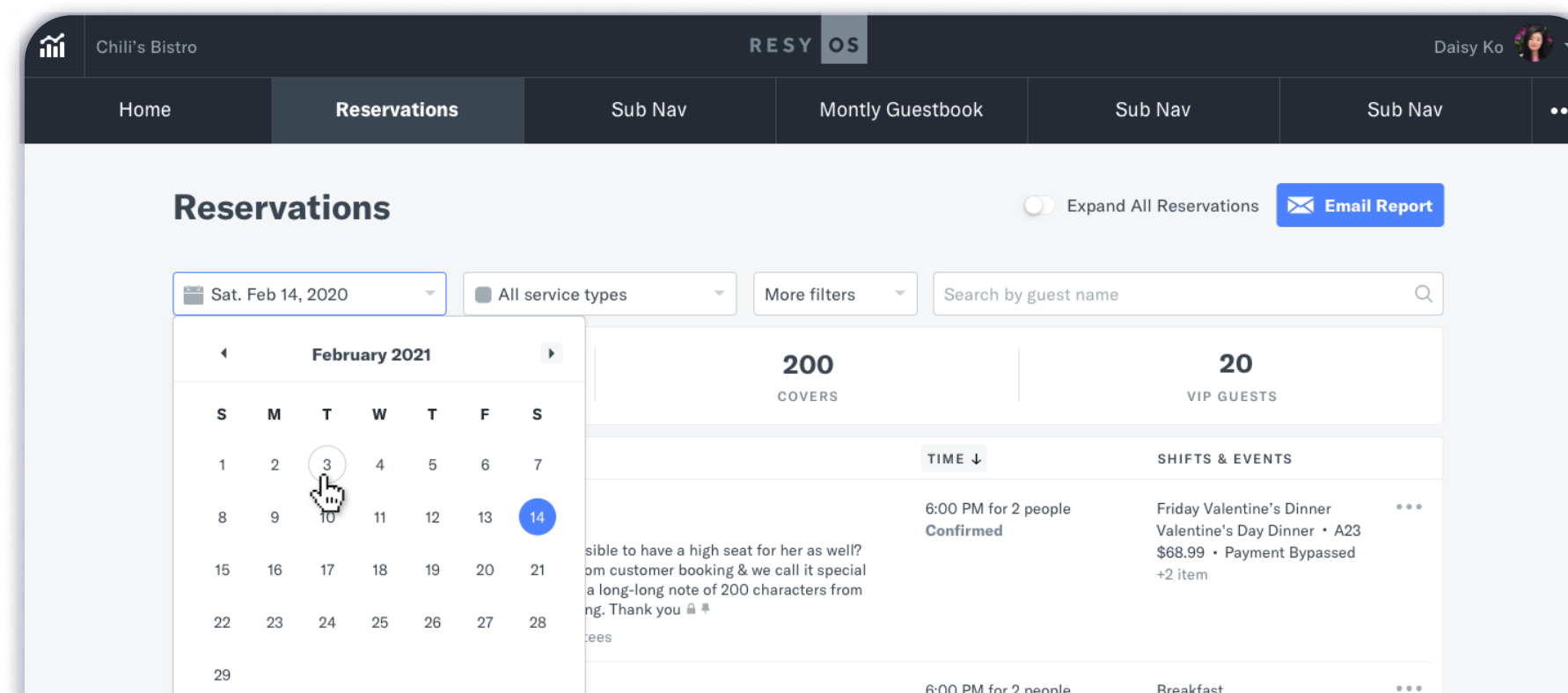
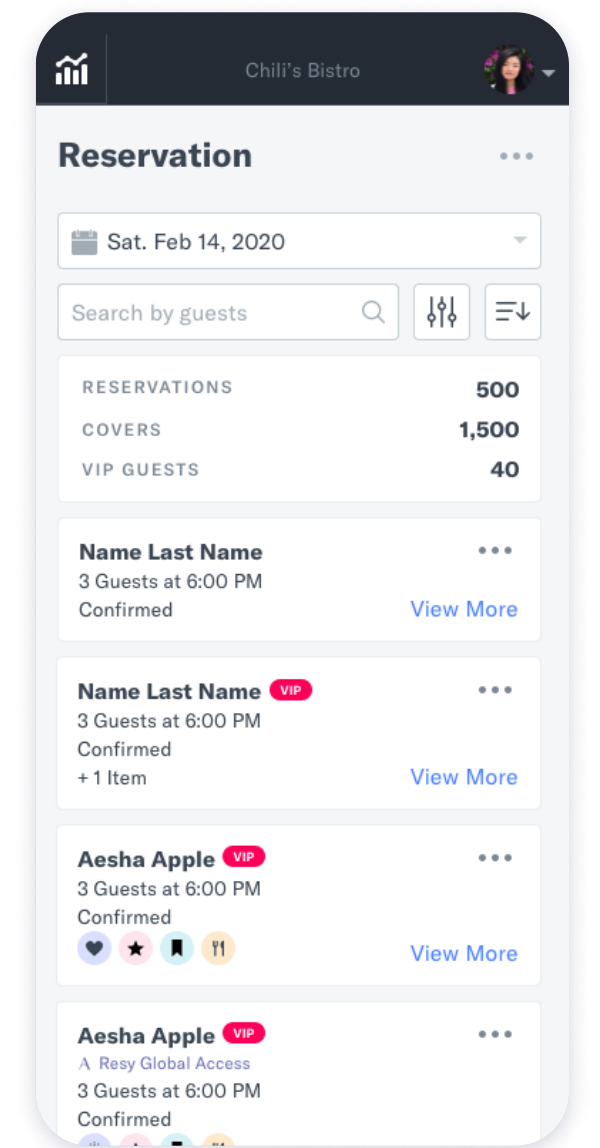
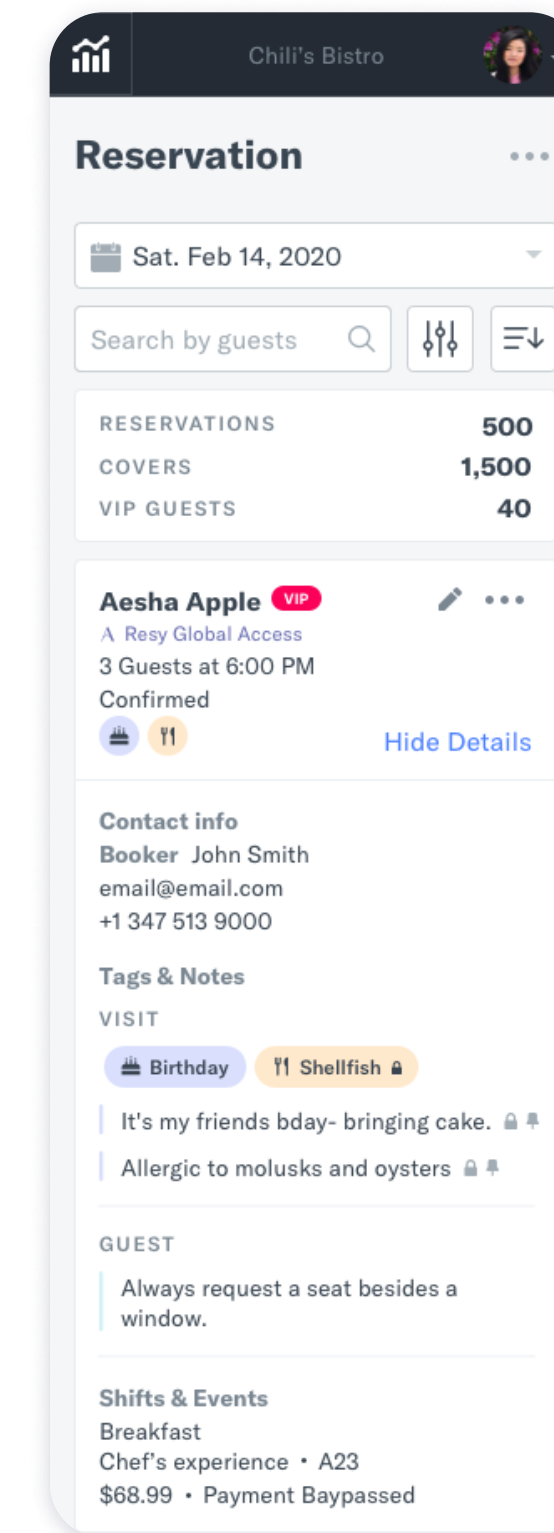
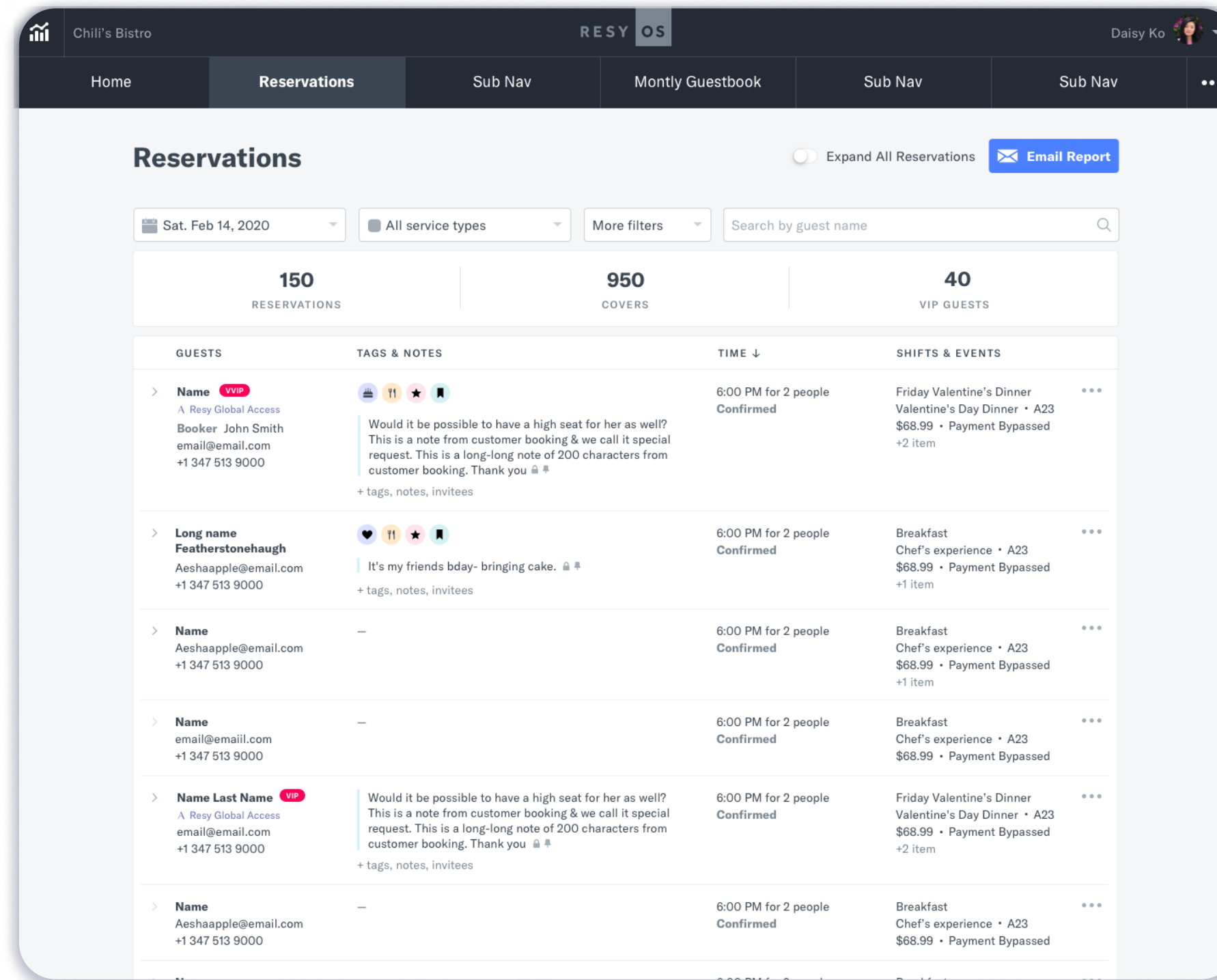


# ResyOS

Resy OS is an international restaurant platform that covers every restaurant's needs: booking shifts, events with all their variety of necessities in the restaurant business.

I collaborated with Resy on two major projects: Item Library and Reservation Report.

I quickly incorporated it into the company process. My deliverables included concepting, wireframing, final designs, prototyping, and work closely with the Product Owner, Front-end and Back-end Developers.



# Ice Mobile

## CLIENTS



- As a solo UX Designer for iOS and Android in the office in Toronto, worked together with Visual Designer, iOS and Android Front-end Developers, Back-end Developers, and Product Owner.
- Accountable for the creation of the UX: Wireframes, user flows, UX documentation, prototypes, in-person or remotely user testing, guerilla testing & consolidate findings for continuous improvement in the app.
- Worked in an agile framework of two weeks sprint, delivering constant features in the app to meet business goals, and solve user's problems.
- Participated in design sprints for a week to create a solvable solution & bring new ideas to Airmiles.

# miOXXO app

Oxxo is the biggest convenience store in Mexico, with more than 17,000 stores around the country.

- Collaborated side by side with the Team in Toronto, Mexico City and Amsterdam.
- Created a design library to be simple, scalable, and future-proof.
- Oversaw the UI inside the team.

## Projects:

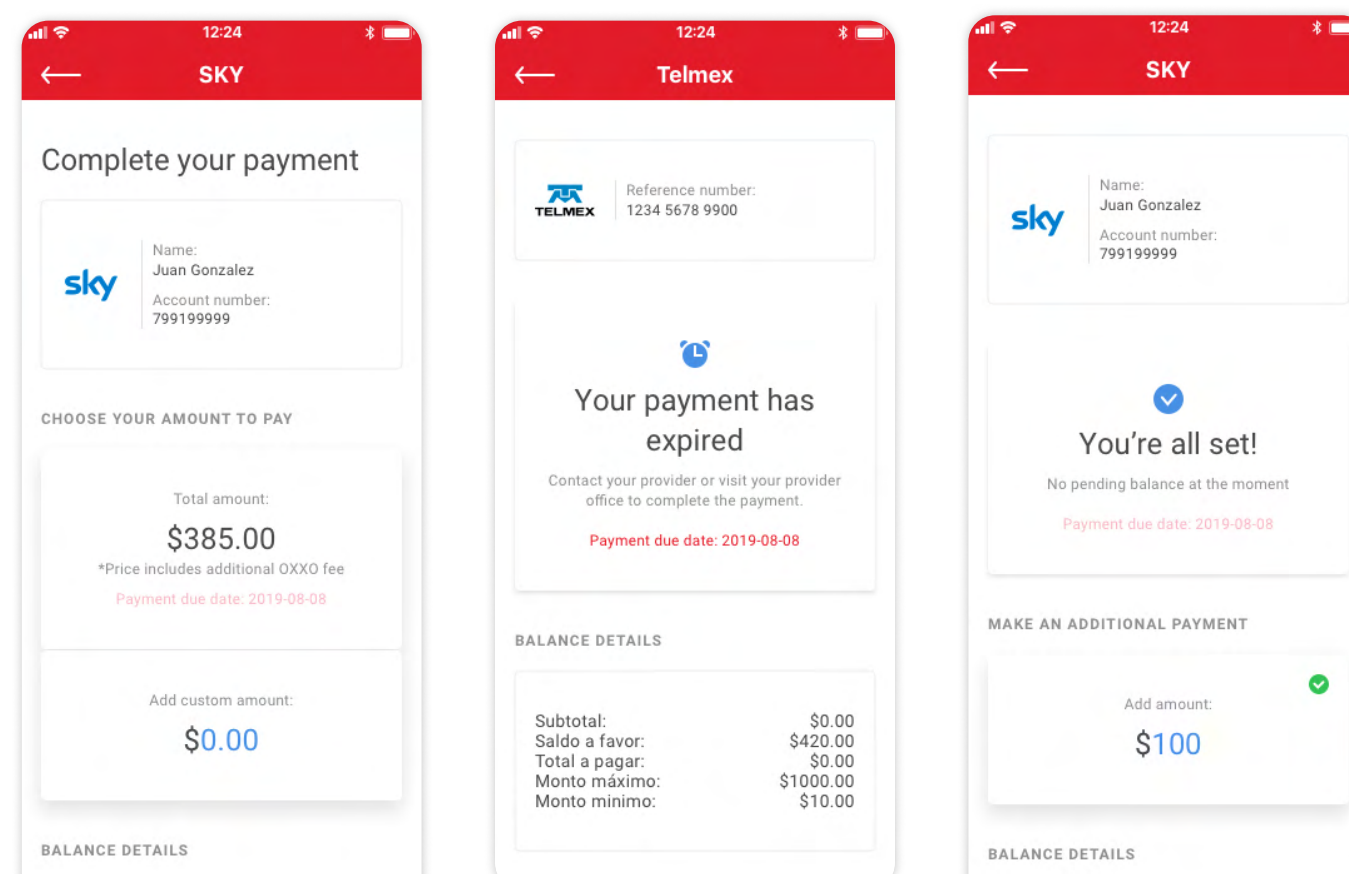
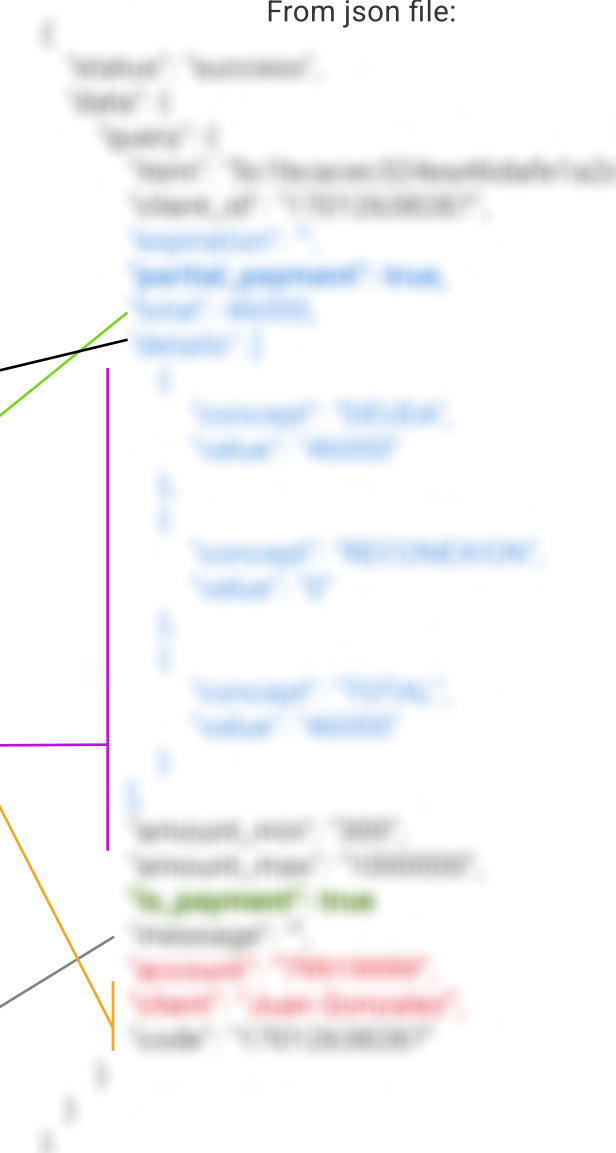
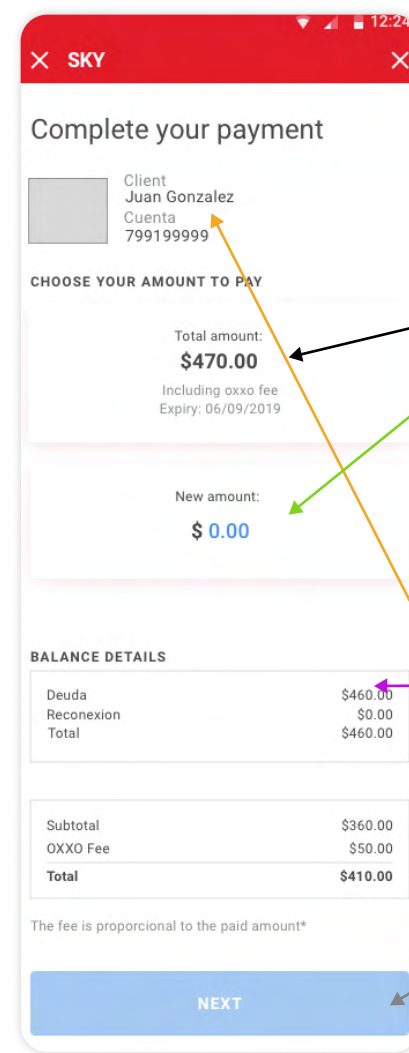
- Incorporated services payments from 15 different partners with checkout and coupons integration.
- Integrated payments of mobile top ups.
- Created a new app navigation.
- Incorporated loyalty program "Premia".
- Ability to choose location / city in the app and the app content changes accordingly.
- Created all the account information: profile, transaction history, payment options, notifications & manage loyalty card.

## Download app:

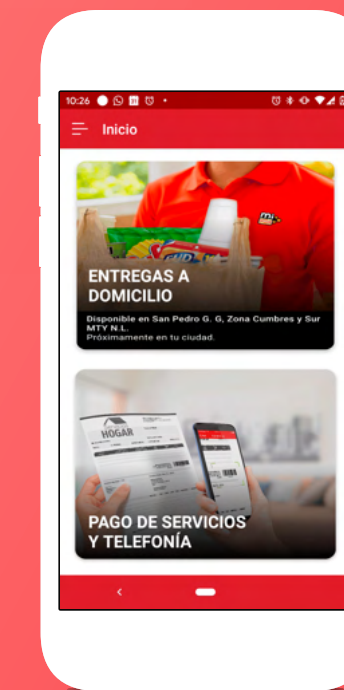


Mapping content from json file. Each provider had a unique combination. Each string has a design component. "Complete your payment" screen has a total of 11 different variations.

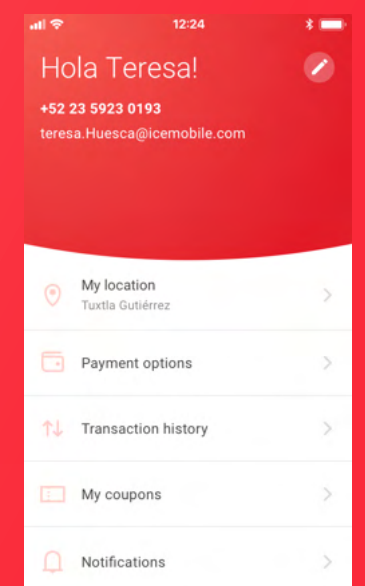
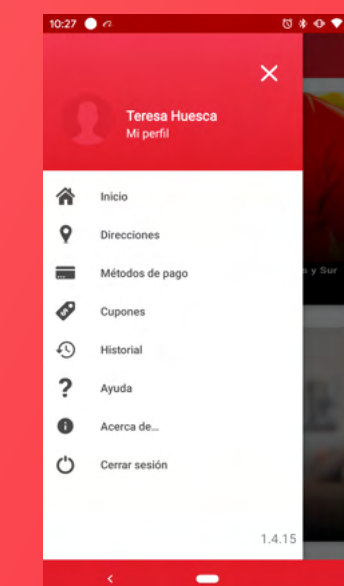
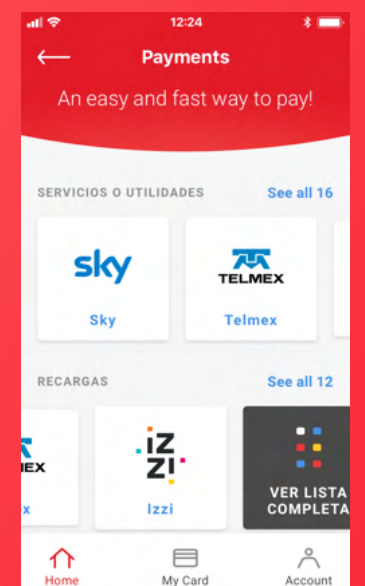
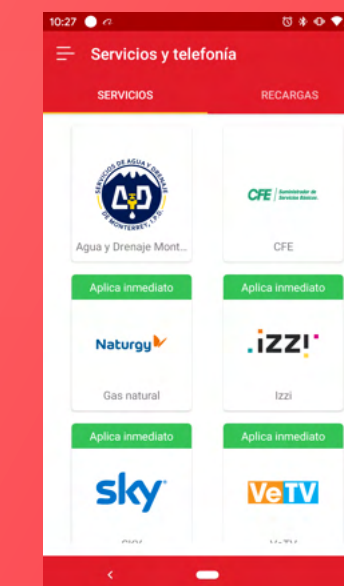
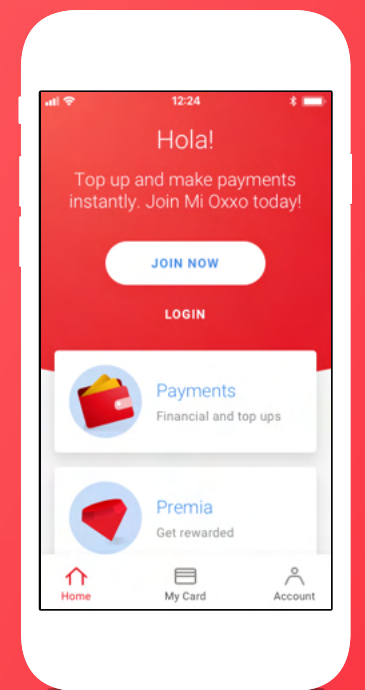
From json file:



miOXXO app  
Redesign



New app



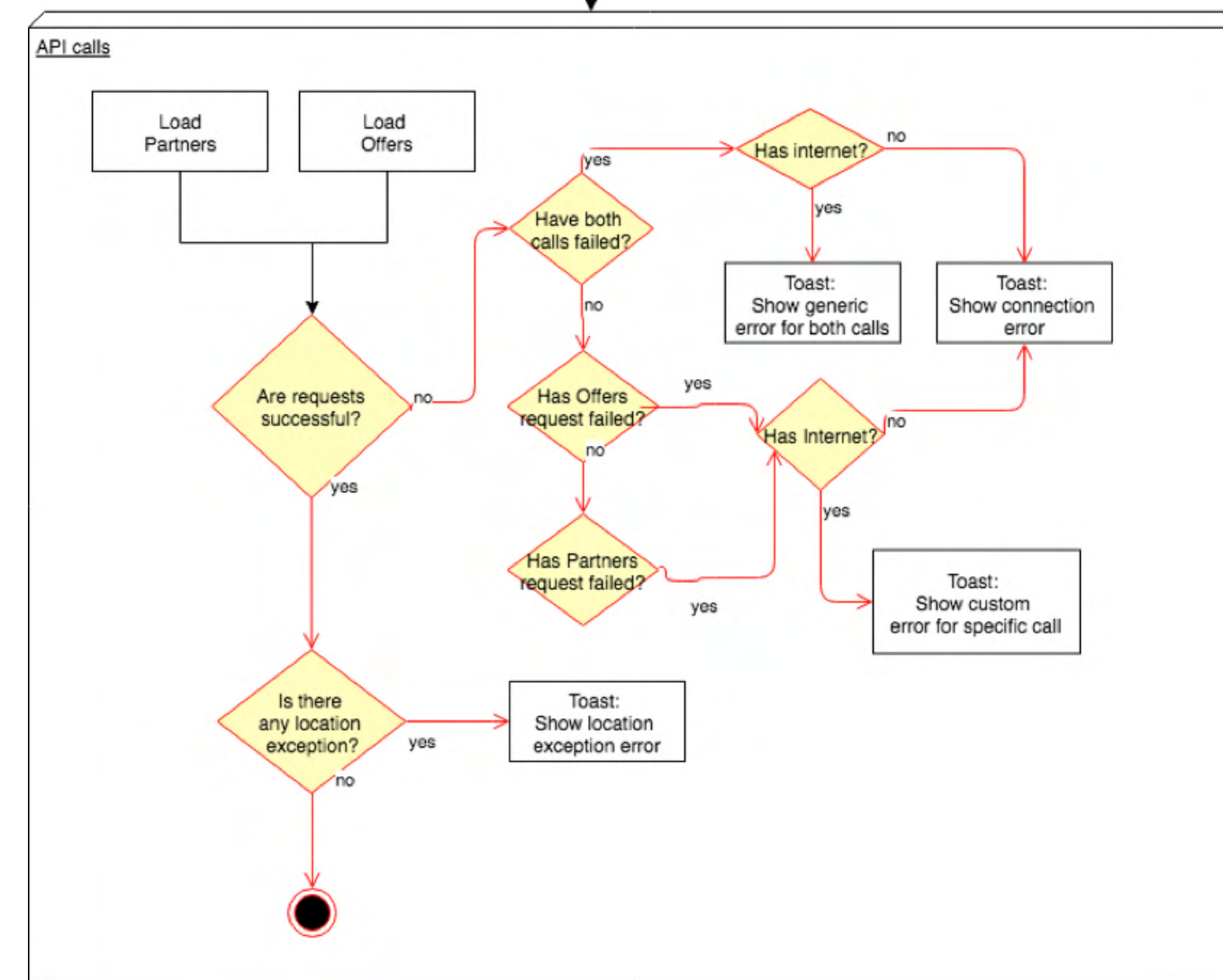
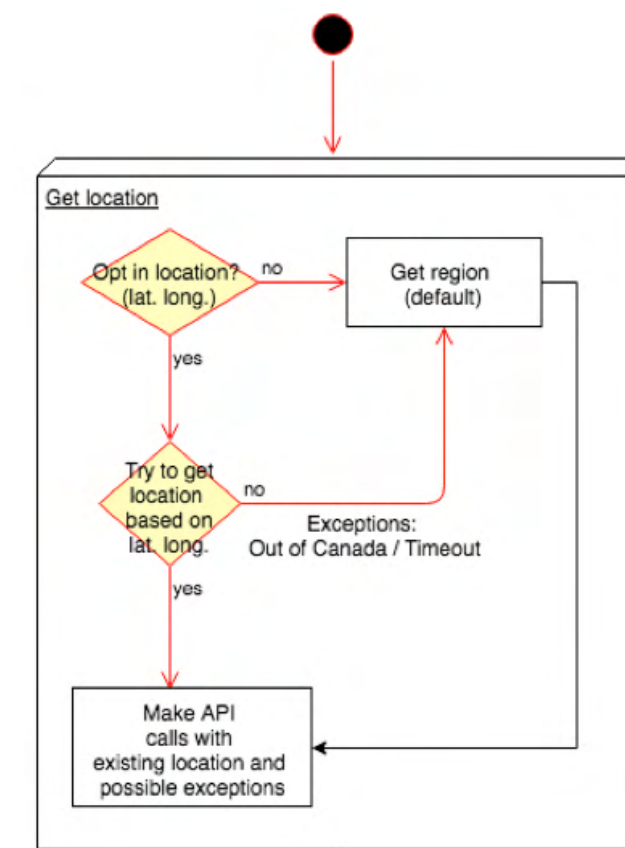
# Air Miles app

Continuous improvements in the app to enhance the user experience.

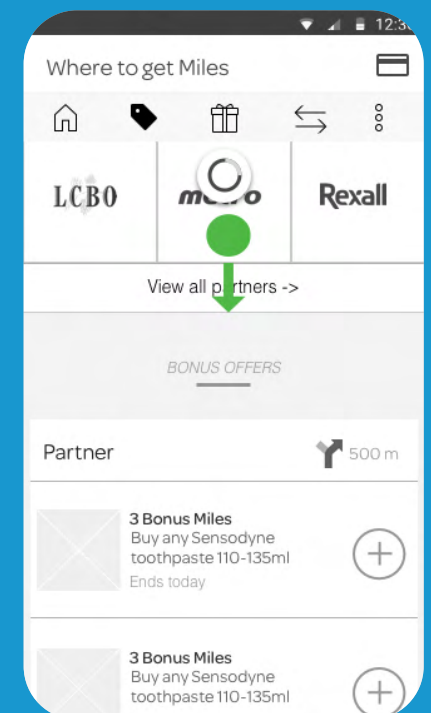
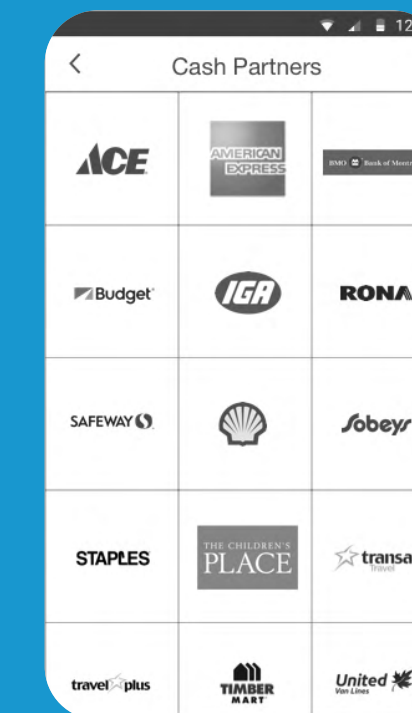
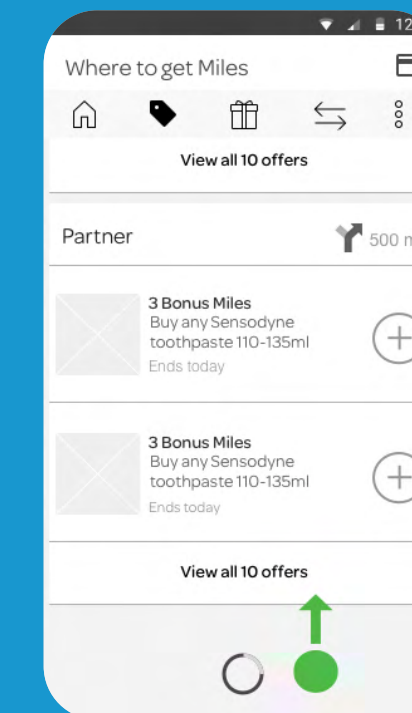
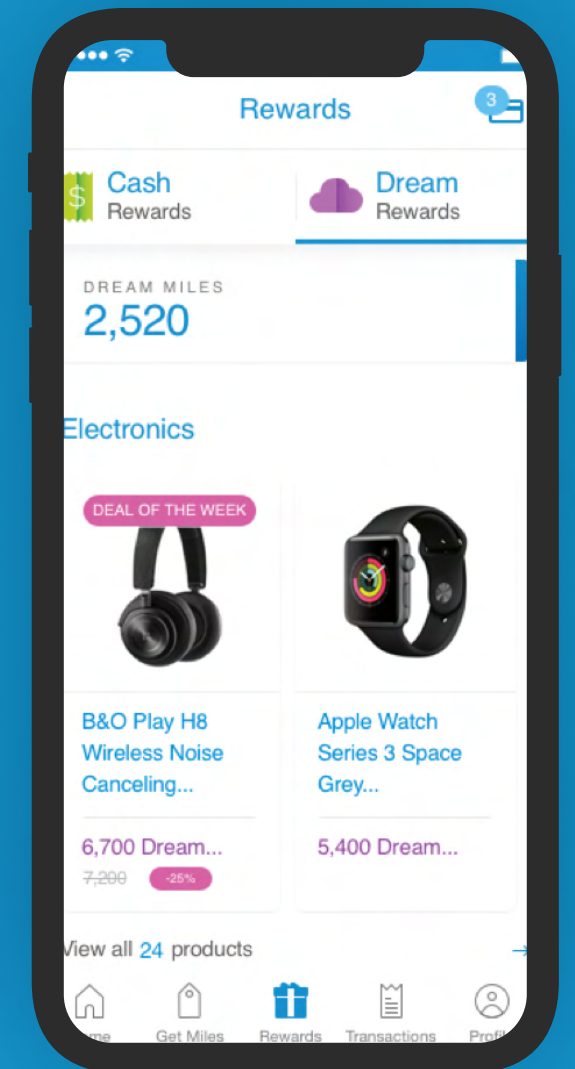
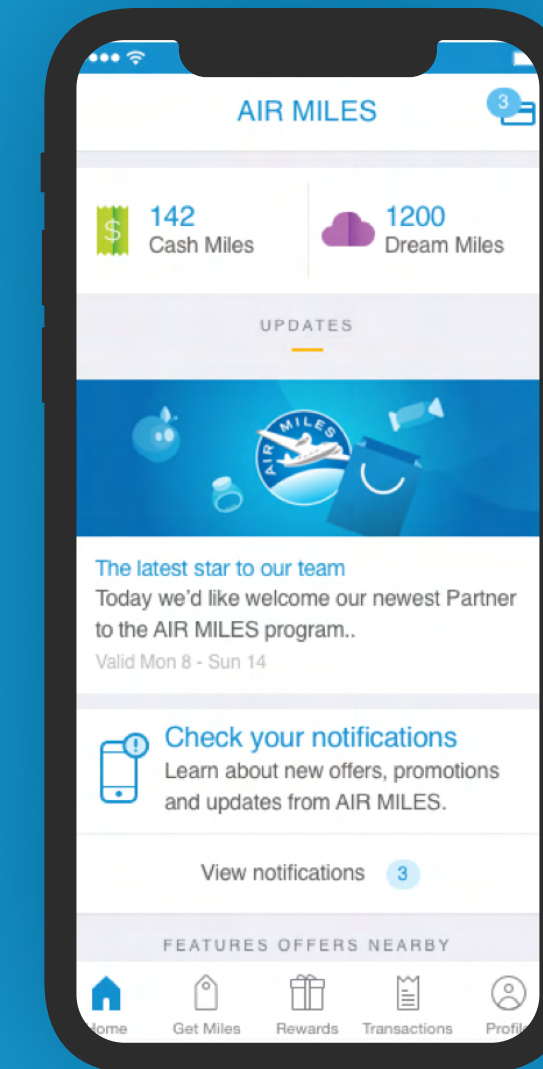
## Projects:

- Incorporated Dream and Cash Rewards section.
- Improved transactions per type of Miles.
- Incorporated profile information.
- Added set balance preferences for Cash Miles and Dream Miles.
- Added dynamic content from marketing to communicate new promotions to users.
- Incorporated notification flow.
- Enhanced Air Miles Partners and offers visibility in the app.

Download app:



Example from one of the multiple flows



# Critical Mass

## CLIENTS



- Delivered and presented documentation to clients: Competitive analysis, heuristic analysis, user flows, scenarios, user journeys, wireframes & prototypes for user testing.
- Mentored a member of the UX team in Costa Rica.
- Worked with Critical Mass teams in Los Angeles, New York & Calgary.
- Co-creation sessions with Strategist, UX Designers & UI Designers.

# Account Details

## TASK:

Improving the Customer Experience within the Account Details page.

## Projects Include:

- Advanced Search within Transaction Journal
- Integrated Rewards
- Download Transactions
- Advanced Search

## DELIVERABLES:

Competitive Analysis, Wireframes and Prototypes.

The screenshot shows the Citi website's account details page. At the top, there is a navigation bar with links for 'OPEN AN ACCOUNT', 'CARD MEMBER AGREEMENT', 'RATES', 'LOCATIONS', 'CONTACT US', 'HELP', a search bar, and 'GO SECURITY'. Below this is the Citi logo and a secondary navigation bar with 'Accounts', 'Payments', 'Card Benefits', and 'Account Management'. A user is logged in as 'Alex', with a 'Welcome Back, Alex' message and a sign-off button. The main content area is titled 'Account Details' and features a dropdown menu for the selected card: 'Citi ThankYou Preferred Card - 7890'. The card details are presented in a table-like format:

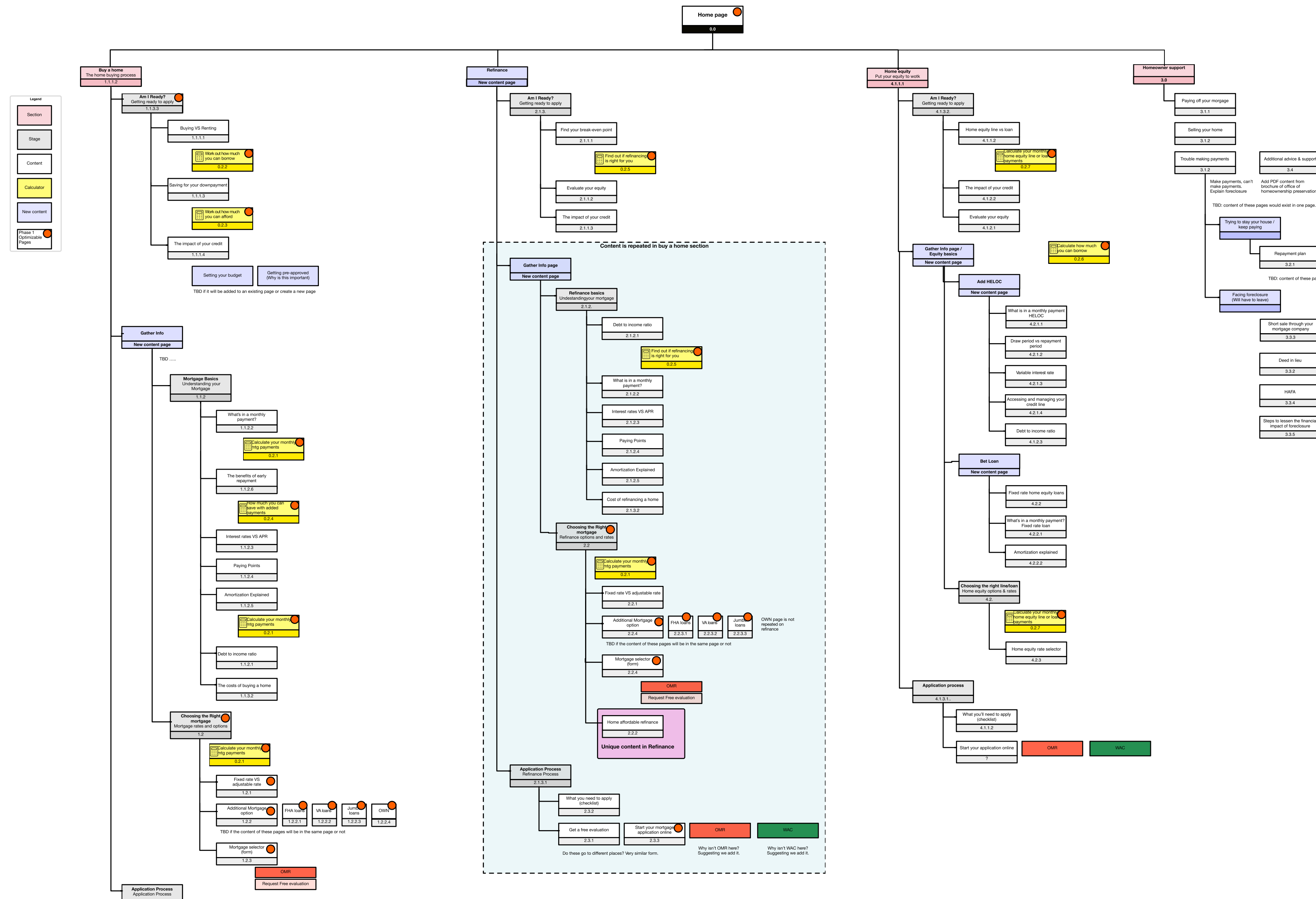
Current Balance <sup>?</sup>	Minimum Payment <sup>?</sup>	\$ 92.58
<b>\$ 3,967.75</b>	Due on Sept. 29, 2014	
Available Credit <sup>?</sup> \$6,032.25	Last Statement Balance	\$ 3,567.73
	Sept. 20, 2014	

Below the table, there are links for '> Download Statements (PDF)' and a blue button for 'Make a Payment'. At the bottom of the card details section, there is a link for '+ View More Account and Payment Details'. To the right of the card details is a 'thankyou from citi' section showing 'Total Thank You Points <sup>?</sup> Card -9473' as '25,000 Points', with links for '> Points Summary' and '> Redeem Points for Charges'.

# Redesign Citi Home-ownership

**TASK:**  
 Re design the Citi Home-ownership to a responsive layout and meet the accessibility standards. Incorporate the design guidelines across the experience.

**DELIVERABLES:**  
 UX Charter, User Journey, Scenarios, New Sitemap & Wireframes.





# Refinance Mortgage

## USER JOURNEY

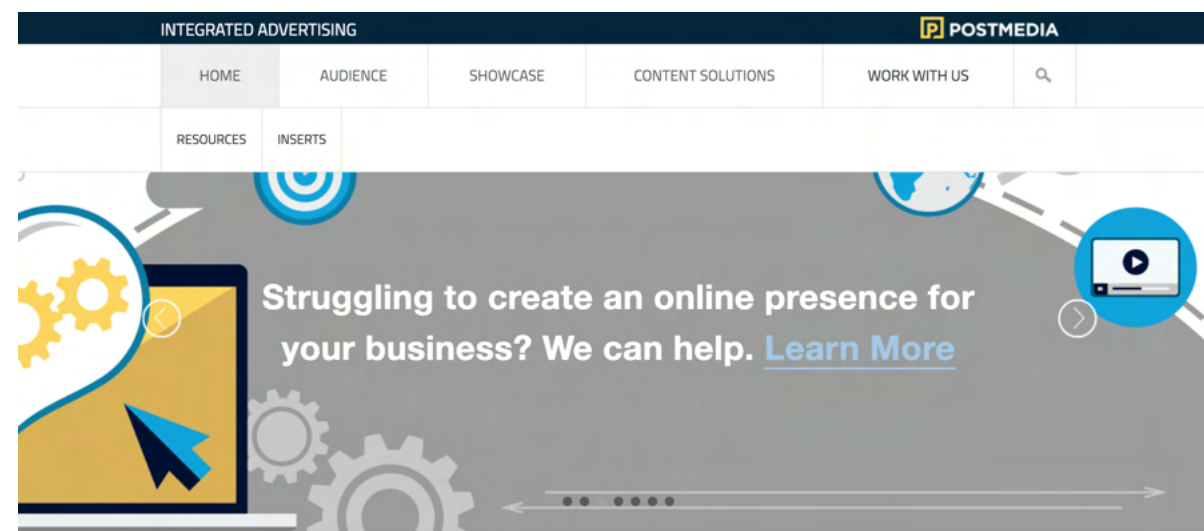
	ACQUIRE		ENGAGE		CONVERT				DEEPEN	
	FINANCIAL PREPARATION	FINANCIAL DECISION	PRELIMINARY RESEARCH	HIRE REALTOR	PRE-QUALIFICATION/PRE-APPROVAL	LENDER SEARCH	SEARCH AND SELECT PROPERTY	MORTGAGE APPLICATION	BUY PROPERTY	CONTINUING LIFECYCLE
EMOTION										
	<p>Face-to-face, Online (desktop)</p>	<p>Realtor, Online (desktop)</p>	<p>Face-to-face, online (desktop &amp; mobile), car</p>	<p>Face-to-face, Online (desktop), Phone</p>	<p>Online (desktop)</p>	<p>Face-to-face, Phone</p>	<p>Realtor, online (desktop), local papers</p>	<p>Mortgage provider website or Loan Officer</p>	<p>Face-to-face</p>	<p>House</p>
DOING	<ul style="list-style-type: none"> <li>Spending time strengthening my financial situation by reducing debt</li> <li>Preparing house for sale - home improvements</li> </ul>	<ul style="list-style-type: none"> <li>Determine the amount of money I can spend</li> </ul>	<ul style="list-style-type: none"> <li>Decide on neighborhood and property features</li> <li>Search/view properties (online / in person)</li> <li>Get advice from experienced homebuyer</li> <li>Conduct research into homebuying</li> </ul>	<ul style="list-style-type: none"> <li>Select a realtor to help me find a property and a mortgage</li> </ul>	<ul style="list-style-type: none"> <li>Pre-approved or pre-qualified by a lender or lenders</li> </ul>	<ul style="list-style-type: none"> <li>Search for a lender/mortgage on own or through a mortgage broker</li> </ul>	<ul style="list-style-type: none"> <li>Search/view properties with a realtor</li> <li>Change/define more precisely my target neighborhood</li> <li>Find a property I want to buy</li> </ul>	<ul style="list-style-type: none"> <li>Apply for mortgage</li> </ul>	<ul style="list-style-type: none"> <li>Find a property I want to buy</li> <li>Negotiate price with seller</li> <li>Close on the property</li> </ul>	<ul style="list-style-type: none"> <li>Move into my new home</li> </ul>
SOURCES	<ul style="list-style-type: none"> <li>Family and friends advice about improving value of current property</li> <li>Search for home improvement advice online</li> </ul>	<ul style="list-style-type: none"> <li>Consulting with friends, family, realtor to understand property market</li> <li>Review mortgage comparison, lender &amp; financial sites</li> </ul>	<ul style="list-style-type: none"> <li>Property sites: Zillow and Trulia</li> <li>Got advice from other homebuyers</li> </ul>	<ul style="list-style-type: none"> <li>Consult friends &amp; family for recommendations</li> <li>Property sites such as Zillow and Trulia</li> <li>Talking to realtor I used during my last purchase</li> </ul>	<ul style="list-style-type: none"> <li>Consulting with previous lender to get pre-approval for mortgage</li> </ul>	<ul style="list-style-type: none"> <li>Consulting with mortgage lenders in person or on the phone about the most appropriate mortgage product for my needs</li> </ul>	<ul style="list-style-type: none"> <li>Realtor recommended properties</li> <li>Property sites such as Zillow and Trulia</li> </ul>	<ul style="list-style-type: none"> <li>Loan Officers are a source of knowledge and reassurance during the mortgage application process.</li> </ul>	<ul style="list-style-type: none"> <li>Loan Officers are a source of knowledge and reassurance during the mortgage application process.</li> </ul>	
THINKING	<ul style="list-style-type: none"> <li>Want reassurance about simultaneously buying and selling a house</li> </ul>	<ul style="list-style-type: none"> <li>I want to understand the value of my property so I can determine how much I can spend</li> </ul>	<ul style="list-style-type: none"> <li>Notice direct mail and email from banks and mortgage companies</li> <li>Make a list of all of the features I require in a property</li> </ul>	<ul style="list-style-type: none"> <li>I am looking for a trusted advisor who can help me navigate the property market</li> </ul>	<ul style="list-style-type: none"> <li>I want to be pre-qualified in 24 hours so I am able to get on with my property search</li> </ul>	<ul style="list-style-type: none"> <li>Considering lenders based on the following criteria: low interest rates, current relationship, recommendations - friends, family, co-workers and trusted resources such as financial advisors, advertising, reputation, convenient location</li> <li>Customers start to notice mortgage direct mail and emails. Special offers catch their eye for consideration</li> </ul>	<ul style="list-style-type: none"> <li>Weighing up the pros and cons of each property</li> <li>Reviewing finances and ensuring that I can afford the property</li> </ul>	<ul style="list-style-type: none"> <li>I want to deal with one person throughout the whole process who can offer me guidance</li> <li>Want to know I am going to close on time</li> </ul>	<ul style="list-style-type: none"> <li>I want to get the best deal on the property</li> </ul>	<ul style="list-style-type: none"> <li>I hope I can maintain the mortgage and continue to make payments</li> </ul>
FEELING	<ul style="list-style-type: none"> <li>Nervous about going through the mortgage process again</li> <li>Concerned about increasing financial burden</li> </ul>	<ul style="list-style-type: none"> <li>Excited that I am going to be able to move to a new home</li> </ul>	<ul style="list-style-type: none"> <li>Excited that I am going to be able to move to a new home</li> </ul>	<ul style="list-style-type: none"> <li>Nervous about whether the realtor is going to keep my best interest at heart</li> </ul>	<ul style="list-style-type: none"> <li>Confident that I will get pre-approval - I know the process and what is involved</li> </ul>	<ul style="list-style-type: none"> <li>Confident that I will be able to find the right mortgage for my needs - I know what I want</li> </ul>	<ul style="list-style-type: none"> <li>Frustration that the realtor has not conducted due diligence to determine the quality of the homes they recommend</li> <li>Disappointed that I cannot find a property in the location I want with the budget I have.</li> </ul>	<ul style="list-style-type: none"> <li>Frustration at the amount of paperwork required</li> <li>Disappointment at poor loan officer communication - I want them to be my advocate and respond to my needs quickly</li> </ul>	<ul style="list-style-type: none"> <li>Excited I am going to get a new home</li> </ul>	<ul style="list-style-type: none"> <li>I am glad that is over - I do not want to go through the mortgage process again anytime soon</li> </ul>
QUOTE	<p>"We are concerned about what assets we have today. How much cash to make up the difference between what our 1-bedroom would sell for and what a 2-bedroom would cost..."</p>		<p>"After driving around KC for weeks, we found our hood - love Brookside! Being new to the area we wanted to make sure we choose a good, safe area. Exciting new chapter in our lives. New city and downsizing since kids have left."</p>	<p>"I have received many letters from local realtors announcing their listings and closings and offering themselves to us for the future. The idea is just to have a first meeting and see if we are comfortable with them. I really do feel uncomfortable trying to pick a realtor."</p>				<p>"I have gone through nine closings but this was the first since the mortgage meltdown. This closing was more rigid and less friendly than other closings. I seriously considered scrapping the deal at the 11th hour; all due to the personality of the loan processor"</p>		
DATA OFFICERS MINTEL	<ul style="list-style-type: none"> <li>Experienced buyers (42%) are less likely than first time buyers (57%) to spend time</li> </ul>	<ul style="list-style-type: none"> <li>50% find the process of financial planning somewhat difficult</li> </ul>	<ul style="list-style-type: none"> <li>77% of experienced buyers used previous experience to help them define the</li> </ul>	<ul style="list-style-type: none"> <li>30% of experienced buyers will use an agent they have previously used</li> </ul>	<ul style="list-style-type: none"> <li>76% of experienced buyers are pre-qualified by a lender before they apply for a</li> </ul>	<ul style="list-style-type: none"> <li>Experienced buyers value a phone call or in-person visit with the lender to help them in their lender decision making process</li> </ul>	<ul style="list-style-type: none"> <li>Experienced buyers spend more time than first time buyers searching online</li> </ul>	<ul style="list-style-type: none"> <li>7% of applicants use the lender's online mortgage application process to</li> </ul>	<ul style="list-style-type: none"> <li>71% of experienced purchasers negotiate the purchase price</li> </ul>	

# POSTMEDIA



- Re-design [www.postmediaadvertising.com](http://www.postmediaadvertising.com)
- Continuous enhancements [www.driving.ca](http://www.driving.ca)
- Worked with the team in Toronto and across Canada.
- Delivered Wireframes & User flows.

# Postmedia Advertising



## Reaching 18.6 million Canadians monthly

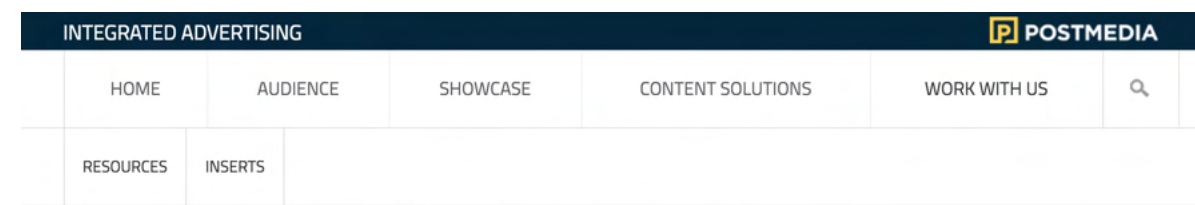
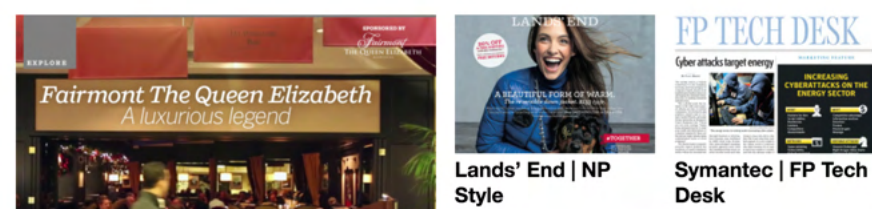
64% OF CANADIAN ADULTS

Across print, web, smartphone and tablet platforms

NATIONAL POST	FINANCIAL POST	VANCOUVER SUN	The Province
24	CALGARY HERALD	SUN	EDMONTON JOURNAL
SUN	REGINA LEADER-POST	SASKATOON STAR/PHOENIX	SUN
24 HOURS TORONTO	SUN	OTTAWA CITIZEN	WINDSOR STAR
SUN	The Exton Free Press	MONTREAL GAZETTE	Driving
canada.com	househunting.ca	remembering.ca	celebrating.com
flyercity.ca	BUSINESS INSIDER	TIMES COLONIST	FINANCIAL POST MAGAZINE
MAGAZINES	COMMUNITY PUBLISHING		



## RECENT PROJECTS



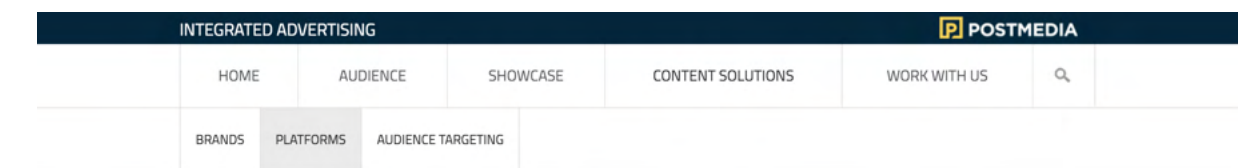
## CASE STUDIES

Together with our partners we have developed imaginative marketing solutions for a variety of industry sectors. These projects are custom tailored campaigns ranging in size and scope to engage audiences across our platforms.



## Fairmont Hotels

Fairmont Hotels wanted to increase awareness about their hotel promotions in the Eastern region, encouraging local and nearby residents to stay and dine. They also wanted to position the Queen Elizabeth as the premier hotel for business travellers from Ontario.



## PLATFORMS

We offer an audience of millions, reached through a quartet of platforms. For professional storytelling and up-to-the-minute breaking news, your customers reach for the platform of their choice at the moment they need it. On print, web, smartphone and tablet, you can build a captivating campaign with a compelling experience.

### Print Newspapers & Magazines

Our printed news media bring topics and issues to life. Our readers find something comfortable and familiar about opening the paper to find daily insights and analysis. Advertise in print, or insert a flyer, for high impact exposure on a national scale or at a local level.



### Inserts

Flyers and inserts are an effective way to put your sales and promotions in front of the right audience at the right time. Our industry leading products and services include: Distribution Targeting (database marketing, GIS and Mapping), Distribution Management, and Specialty Distribution products.

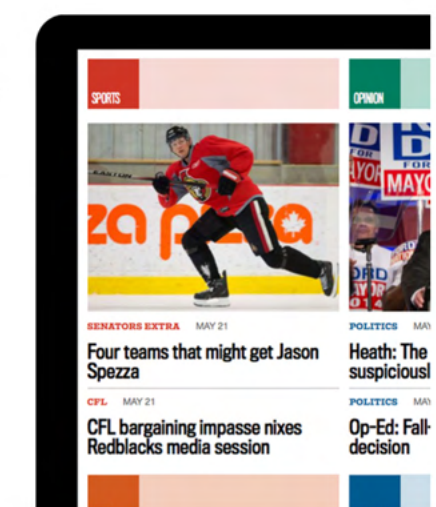
#### QUICK FACT

Our newspapers are #1 with readers in each of our metro markets.

Source: Newspapers Canada 2013 - Daily Newspaper Circulation Report  
Note: The Gazette (Montreal) is #1 among English language, paid daily newspapers

### Web

Our web audience receives the most comprehensive coverage for breaking news, analysis, opinion and features with local, national and international importance. Hard-hitting journalism paired with beautiful photo galleries, imaginative infographics, and interactive live chats, keeps our readers coming back for more. Align your creative executions with trustworthy journalism for a powerful advertising experience.



#### QUICK FACT

We are #1 in the Online Newspaper sub-category for Canadians who visit newspaper websites.

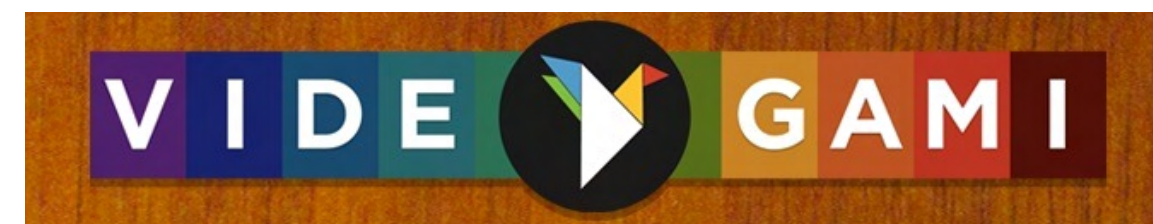
Source: comScore MediaMatrix, Total Canada, All desktops, June 2014

### Smartphone & Tablet

We offer trusted brands with local, national and international news and information reaching beyond print and digital. In the fast-paced world of mobile our readership continues to grow. News on a smartphone and tablet bring the reader closer to the stories that matter to them.



# TRIBAL MX



- Product development in startup environment.
- Product Manager leading the team of 5, UX designer and QA tester.
- As part of a startup I held multiple roles. Part of my deliverables were: User research, Personas, Scenarios, User Journeys & Wireframes.

# VIDEOGAMI

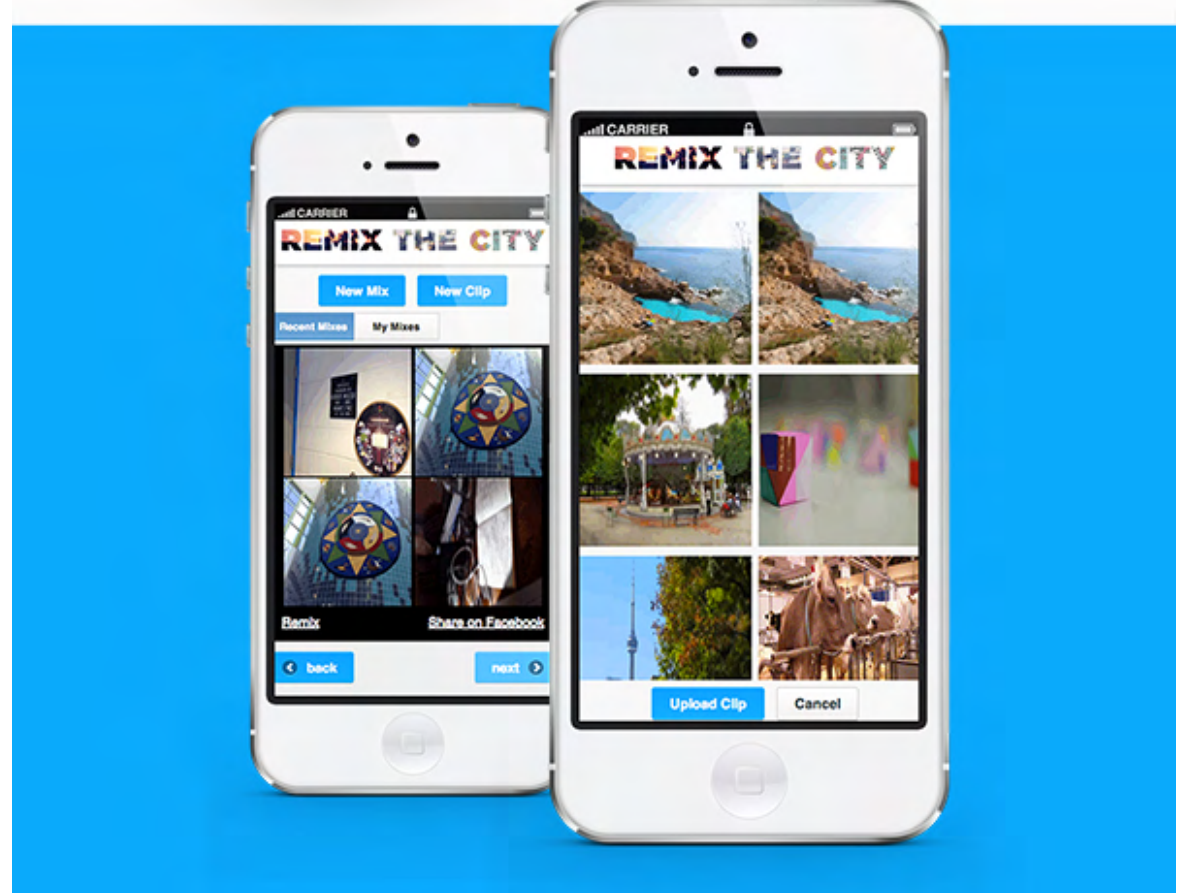
The screenshot shows a workshop interface for a task titled "Create One Side of a cube". It features a 3D workspace with a play button and a progress bar. On the left, there are "Unblock State" and "Block State" buttons. On the right, a user profile for "Dave Donn" is visible, showing a level and points. Below the workspace, there are three states for "Dobla mas" (Fold more) with corresponding icons. A "Goal" button and a "Video velocity" slider are also present. A "Take a picture!" button is located at the bottom right of the workspace.

MOCKUPS

# SPORTSLIVE

The screenshot shows the SportsLive website interface. At the top, there's a navigation bar with "SPORTSLIVE 24", "Log in", "Register", and a search bar. Below this, a "Highlights" section features a video player and a "Tell the Story Behind the Score" section with a list of live events: "7:00pm Windsor Express @ London Lightning", "7:00pm Saint John Mill Rats @ Mississauga Power", and "7:00pm The Island Storm @ Moncton Miracles". A "Featured Game" section highlights "Island Storm at 7:15pm EST". To the right, there are "Reels" and "Clips" sections with social media-style content. At the bottom, an "Upcoming Games" calendar shows a list of games for February 6th through 11th, including matchups like "7:00 pm Saint John Mill Rats @ Mississauga Power @ Hershey Centre" and "7:00 pm Halifax Rainmen @ Moncton Miracles @ Moncton Coliseum". A "Feedback" button is visible on the left side of the page.

# REMIX THE CITY



The screenshot shows the FabSpaces app interface for a task titled "CREATE A CUBE: MATERIALS". It features a large video player showing a young boy holding a colorful paper cube. Below the video, there are navigation buttons for "1. INTRODUCTION", "2. MATERIALS", "3. FOLDING THE CUBE", and "CHOOSE AN ADVENTURE". The top bar includes a "Back" button, "FABSPACES", "Goal", and "Process" buttons. A progress indicator shows "2" out of 5 steps. A "120 POINTS" reward is displayed. A "CC" (Creative Commons) logo is visible in the bottom left corner.

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