

A User Experience Designer with seven years of accomplishments with advertising and product companies who is passionate about the Design Thinking process and enjoys using methodologies for the greater good and to solve business challenges and 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. Motivated by collaborating with a fun, talented team of people.

Experience

Jan 2020
Present
Toronto

Teresa Huesca - Freelance

Currently acting as UX Consultant for Green Light Labs, helping them to improve the UX design and user journey in their iOS and Android app. Creating competitive reviews, usability testing, and continuously enhancing and implementing new features.

Nov 2017
Feb 2020
Toronto

Ice Mobile

Interaction Designer

- Icemobile specializes in Loyalty programs apps which headquarters are in Amsterdam, Netherlands. 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.
- Our team in Toronto was accountable for the North American clients among them Air Miles in Canada and OXXO in Mexico.
- 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.

Oct 2014
Jun 2017
Toronto

Critical Mass

User Experience Architect

- Key clients include 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.

Mar 2014
Oct 2014
Toronto

Postmedia Network Inc.

Information Architect

- Acted as the IA for the responsive website Driving.ca and other newspapers online.
- Analyzed business and user needs and synthesized them into testable functional specifications.
- Produced site maps, wireframes, process diagrams, user cases & stories, scenarios, data flow diagrams and interactive prototypes. Tracked project requirements and execution to ensure fulfillment.

Apr 2013
Mar 2014
Toronto

Tribal MX

UX Designer

- A startup company with several products including live-streaming of college sports games, mobile app video content and an iPad learning experience.
- Designed the end-to-end user experience by implementing the process between the wireframes, mockups, development, and provided management and support to the technical team. Management and support to the technical team through the implementation phase.
- Acted as a Producer, coordinating project schedule to meet the requirements, and improvements on the website. Accountable for user flows, site map, wireframes and QA testing.

Jan 2013
Feb 2013
Toronto

Bnotions

Junior Designer

- Worked on projects in a collaborative environment with art director, developers, and account managers.
- Designed and confirmed that the interface is providing a positive user experience through usability testing.

Apr 2012
Oct 2012
Vancouver

E-Port Interactive Media

Interactive Media Producer

- Acted as User Experience and User Interface Designer by preparing wireframes, user flows, user interface and graphic design to support a hotel app and a mobile web-app.
- Created wireframes, user flows, personas, scenarios, mockups, and prototyping on HTML5/CSS3 for an automotive dealership mobile site.

Jan 2008
Mar 2011
Mexico

Video & Filmmaking - Freelance

- Acted as an Assistant Art Director in creating approximately 40 visually-compelling sets to support the storytelling and character development in 10 Indie short films.

License and Certifications

Design Sprint Academy
Design Sprint Immersive
Amsterdam, July 2018

Design Sprint Academy
Problem Framing
Amsterdam, July 2018

IDEO U
Insights for Innovation
Online, June 2016

AlterSpark - Digital Behavioral Science
Psychology for Digital Behavior Change
Toronto, April 2015

Education

Vancouver Film School
Diploma, Digital Design
Canada, 2011 - 2011

Iberoamericana University
Communication Degree, Specialist in Filmmaking
Mexico City, 2004 - 2009

Languages

Spanish
English

Design Skills

Interaction design
Mobile design
User research
Usability tests
Web design
Prototype
UX design

Tools

Omnigraffle
Lookback
Principle
Invision
Figma
Sketch
Axure
Zeplin
Jira