

TERESA HUESCA

SENIOR UX DESIGNER

Ice Mobile

Obtained an advanced scuba diving certification (AOW).
Started sailing at the Toronto Island.

Critical Mass

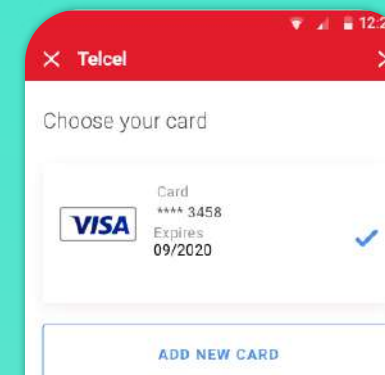
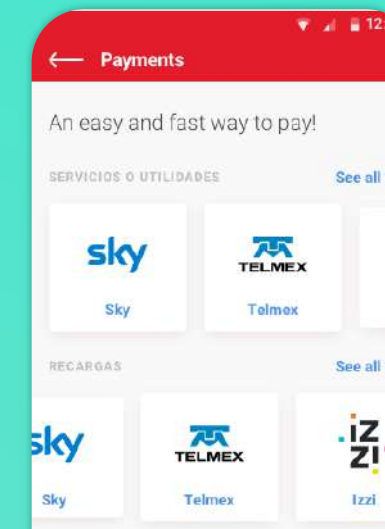
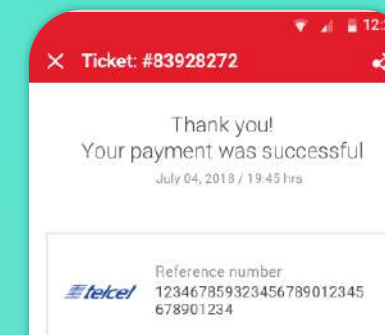
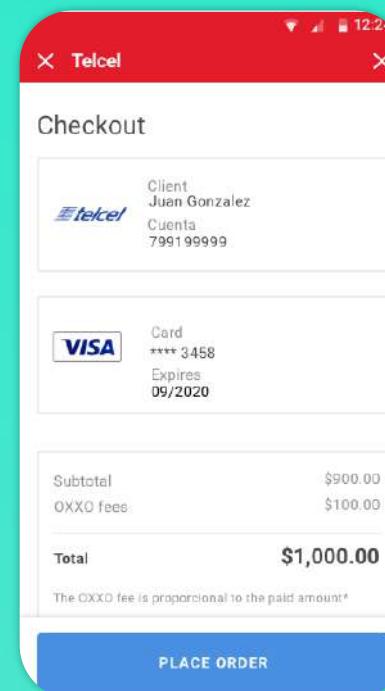
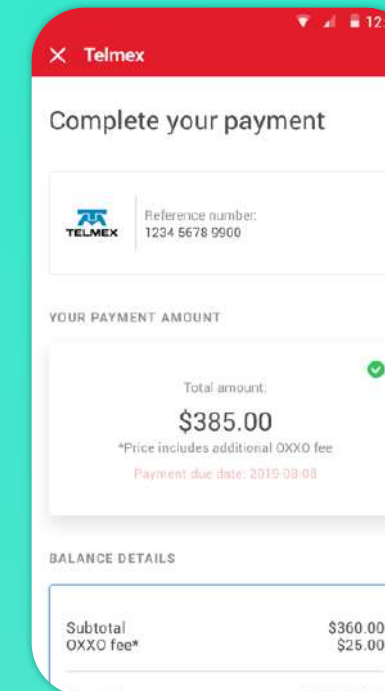
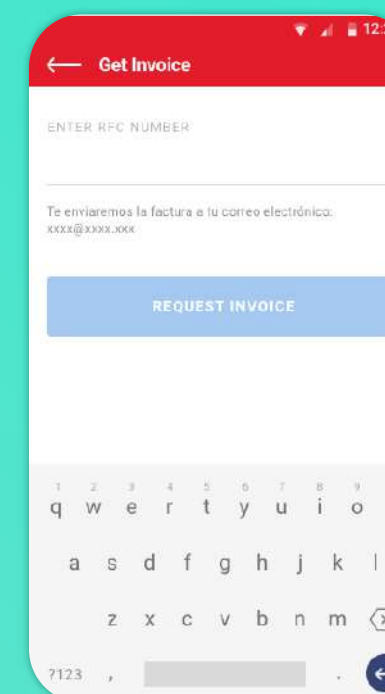
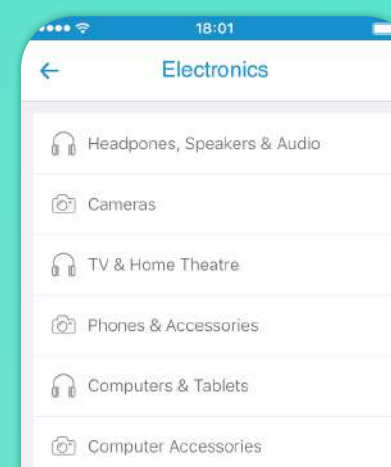
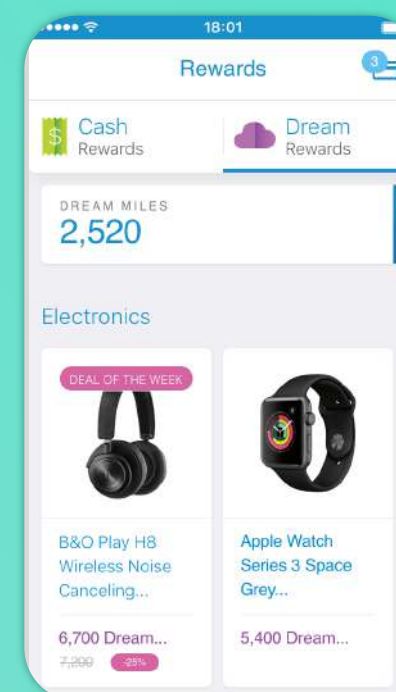
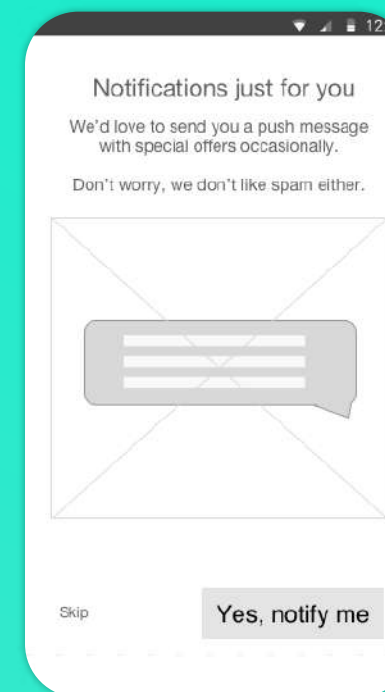
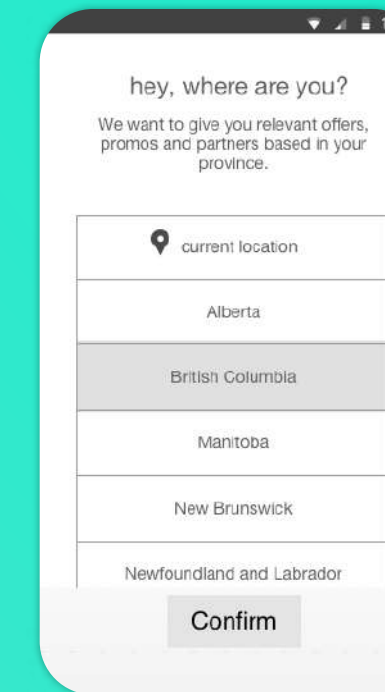
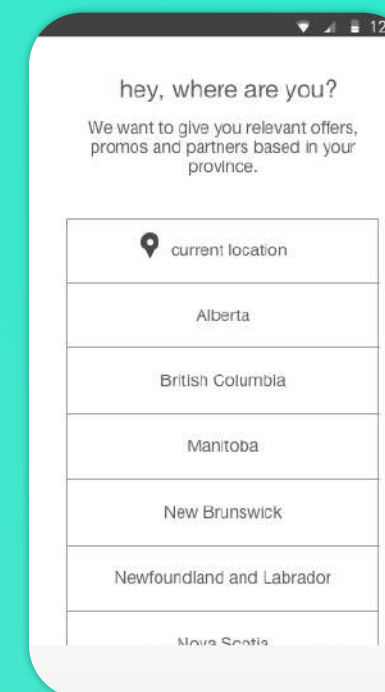
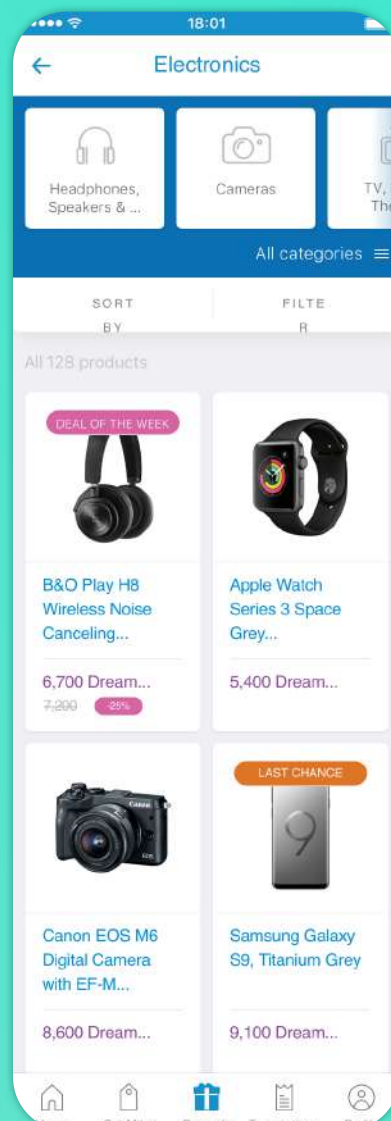
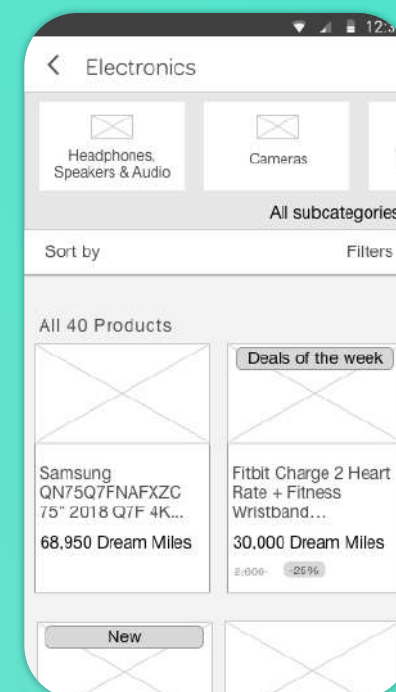
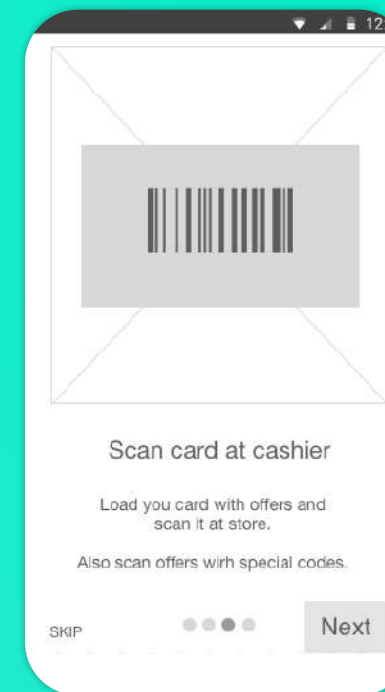
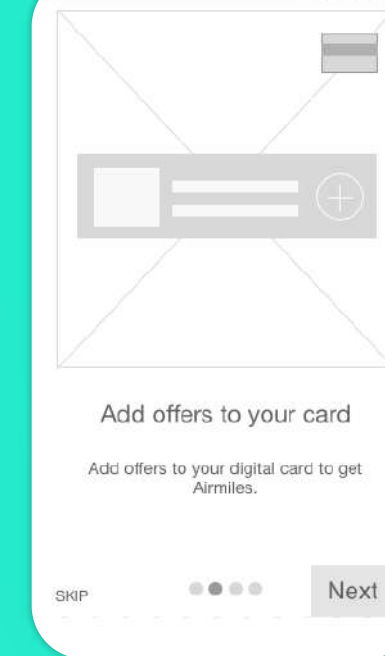
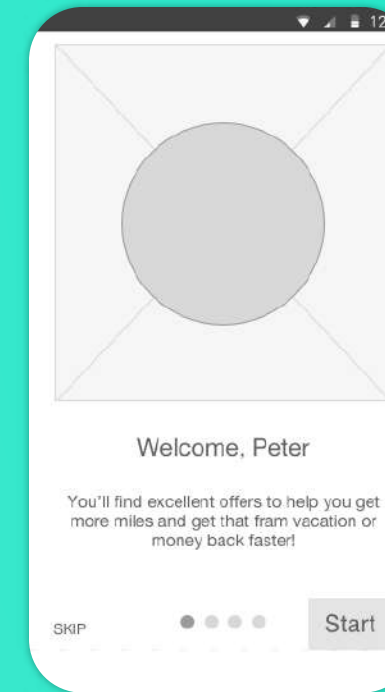
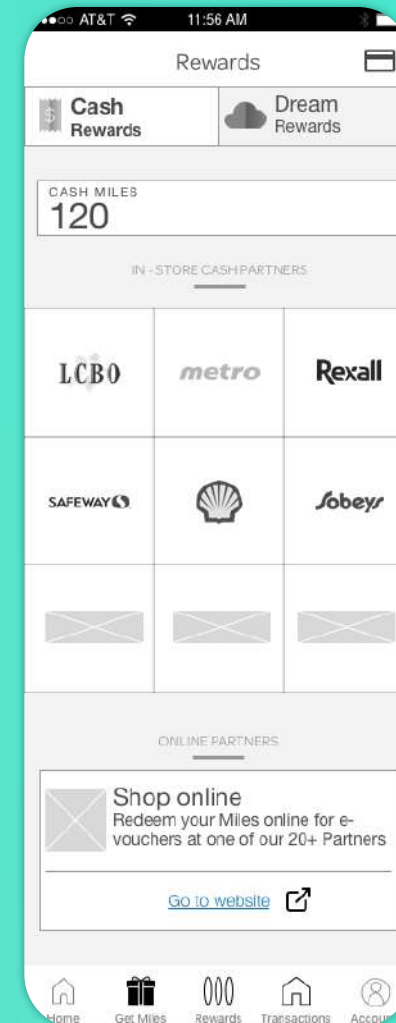
Obtained an open water scuba diving certification (OWC).
Became Permanent Canadian Resident.

Postmedia Network Inc

A stingray stung me in Hermosillo, Mexico.

Tribal MX

Moved to Toronto and visited Niagara Falls for first time which
were completely frozen.



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.

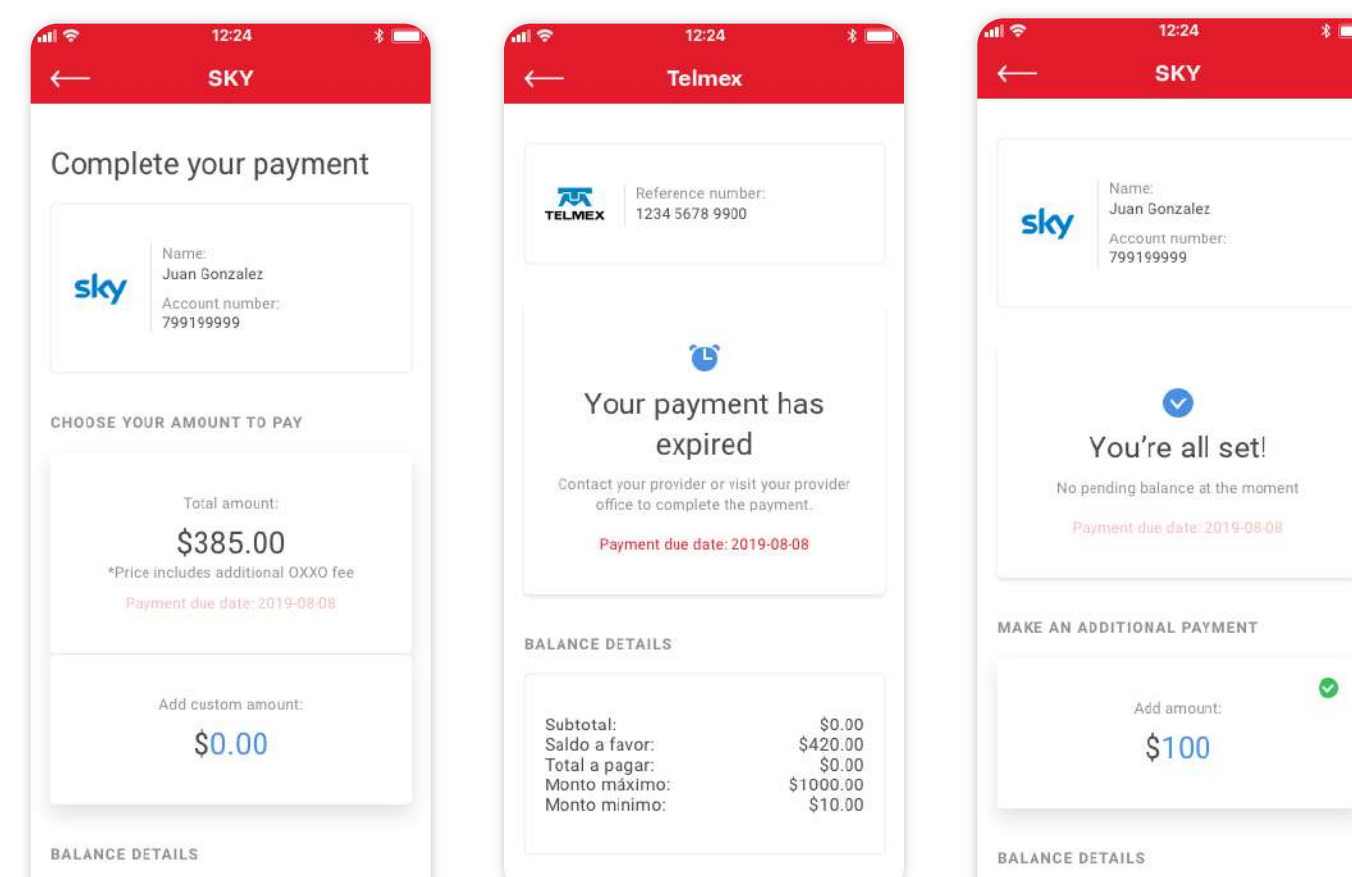
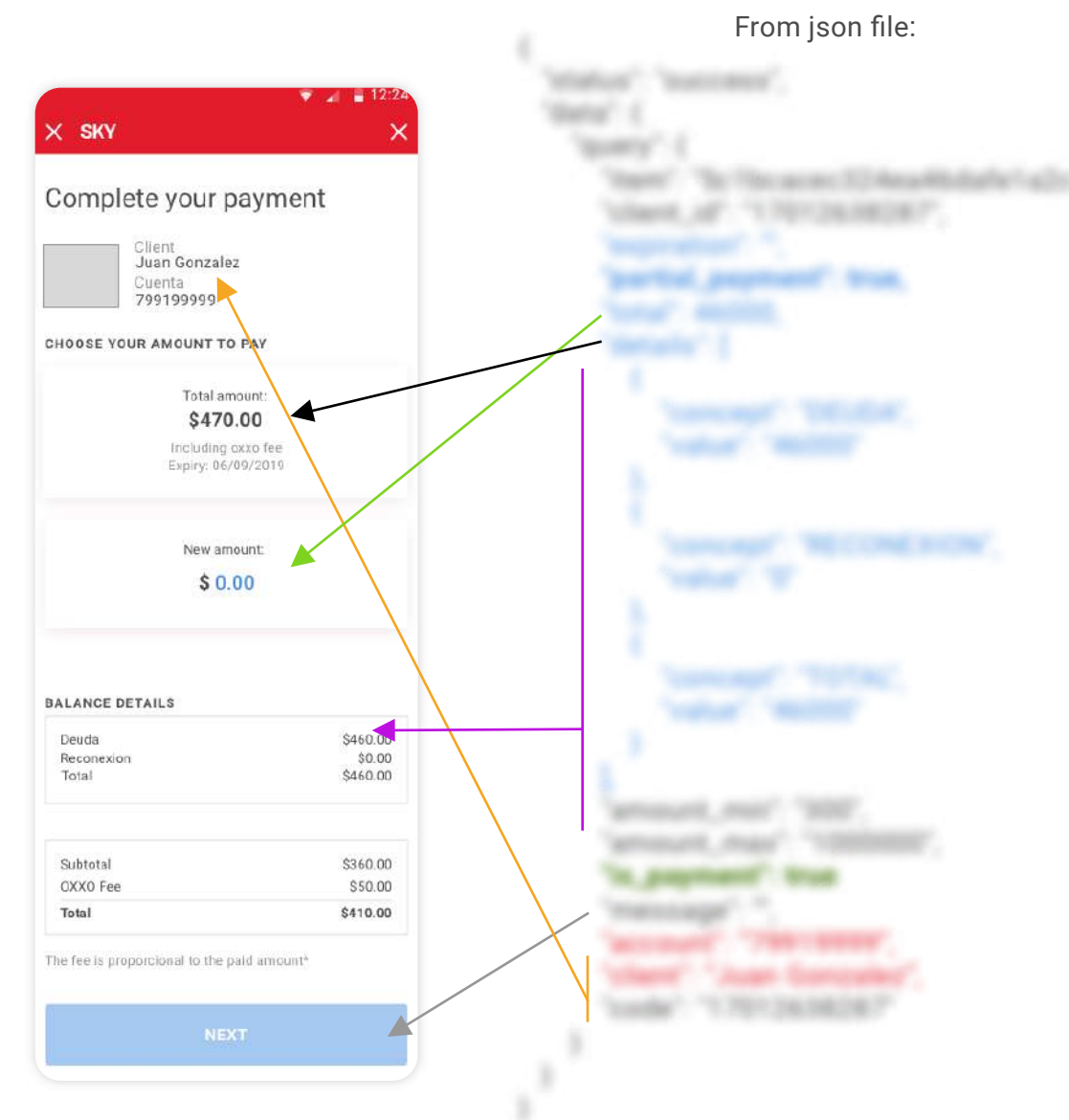
Projects:

- 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.

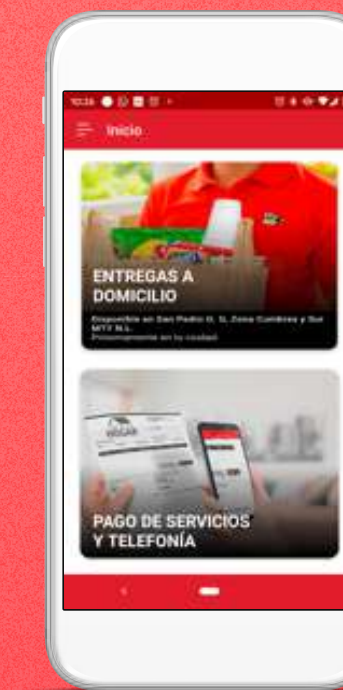
Download app:



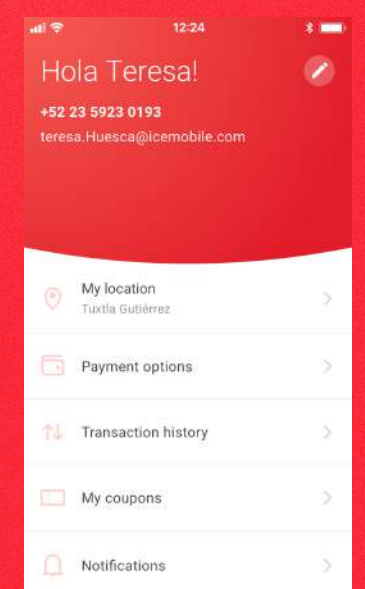
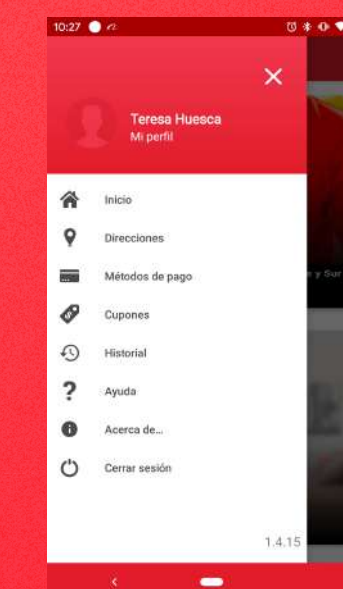
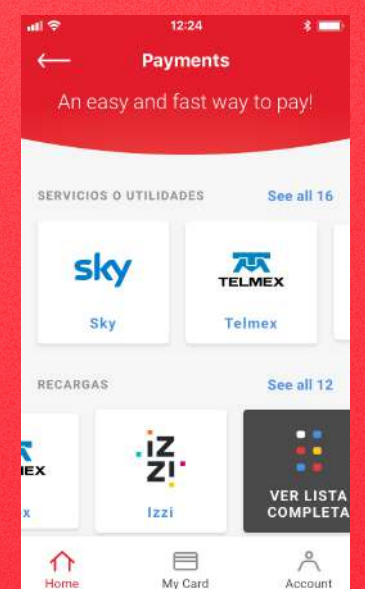
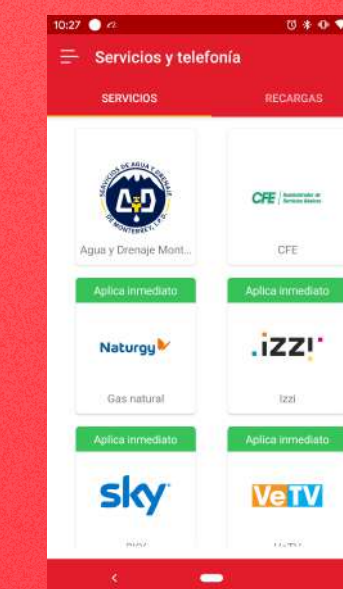
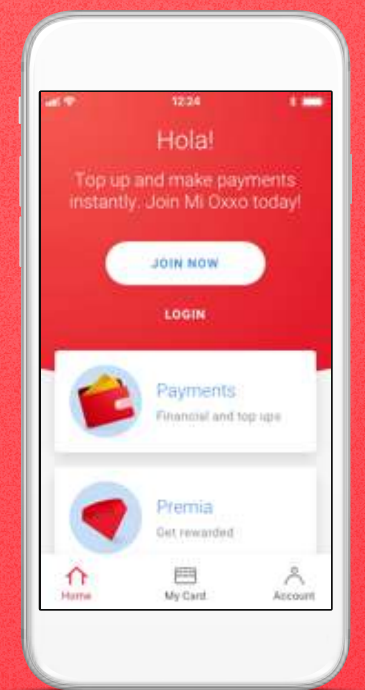
Mapping content from json file. Each provider had a unique combination. Each string has a design component. “Complete your payment” screen has a total of 11 different variations.



miOXXO app Redesign



New app



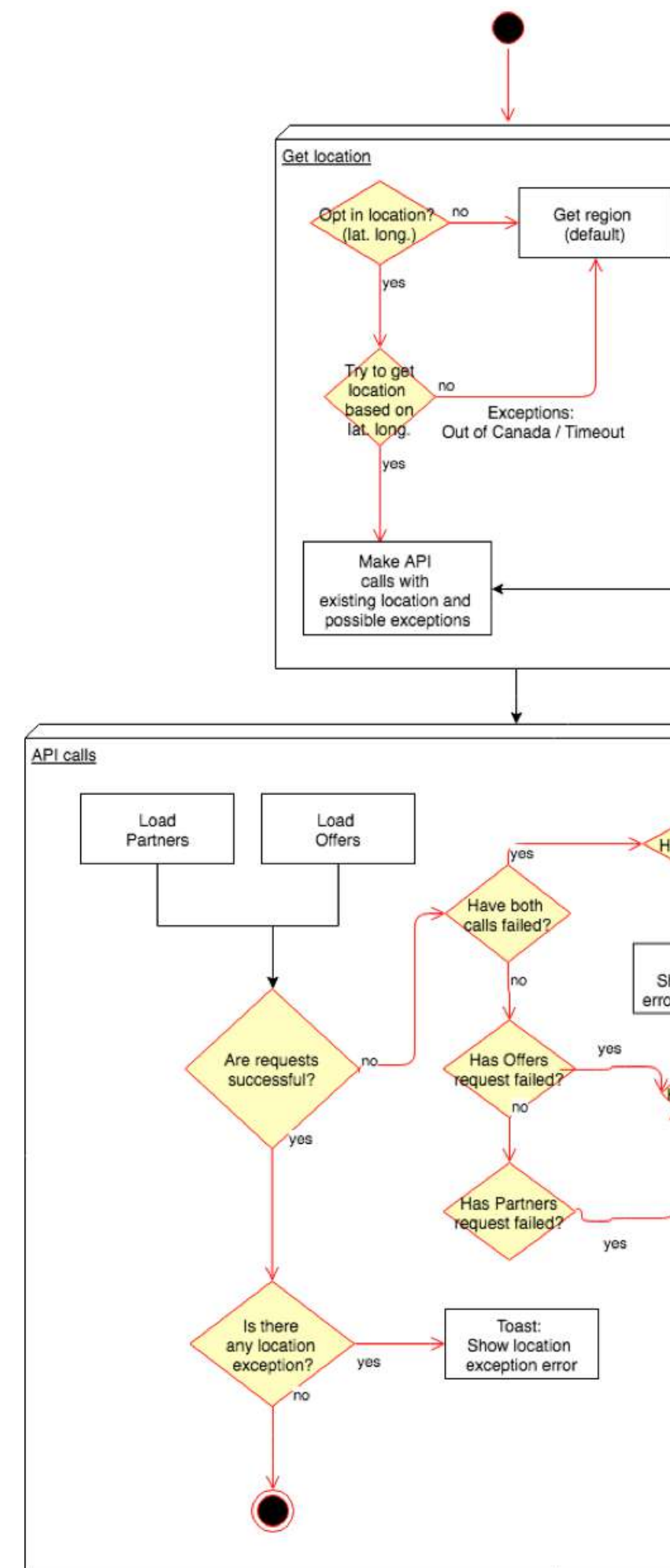
Air Miles app

Continuous improvements in the app to enhance the user experience.

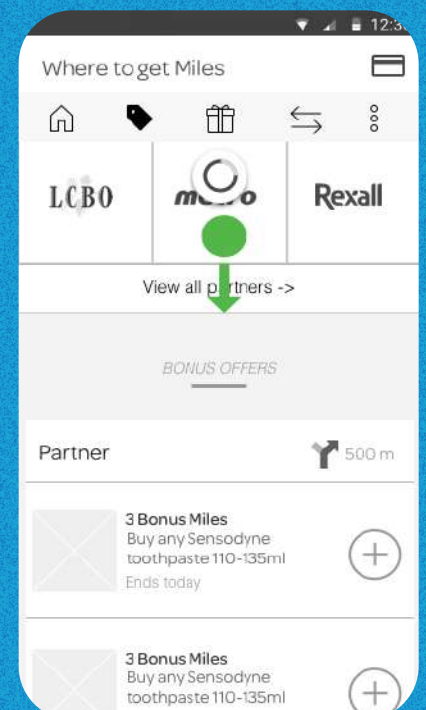
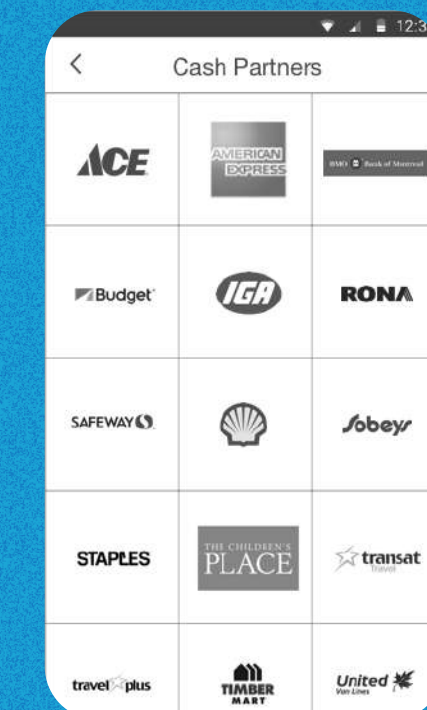
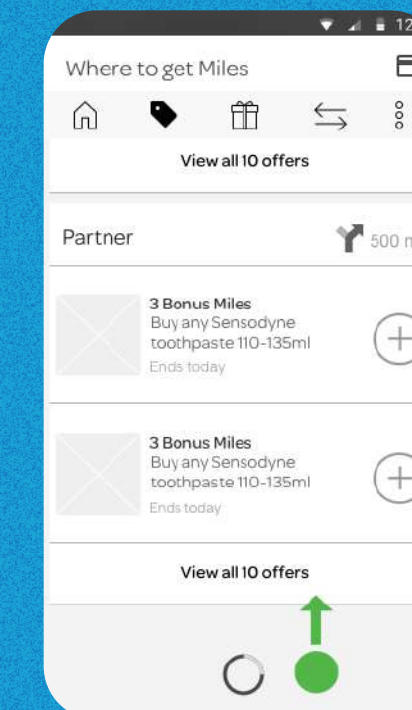
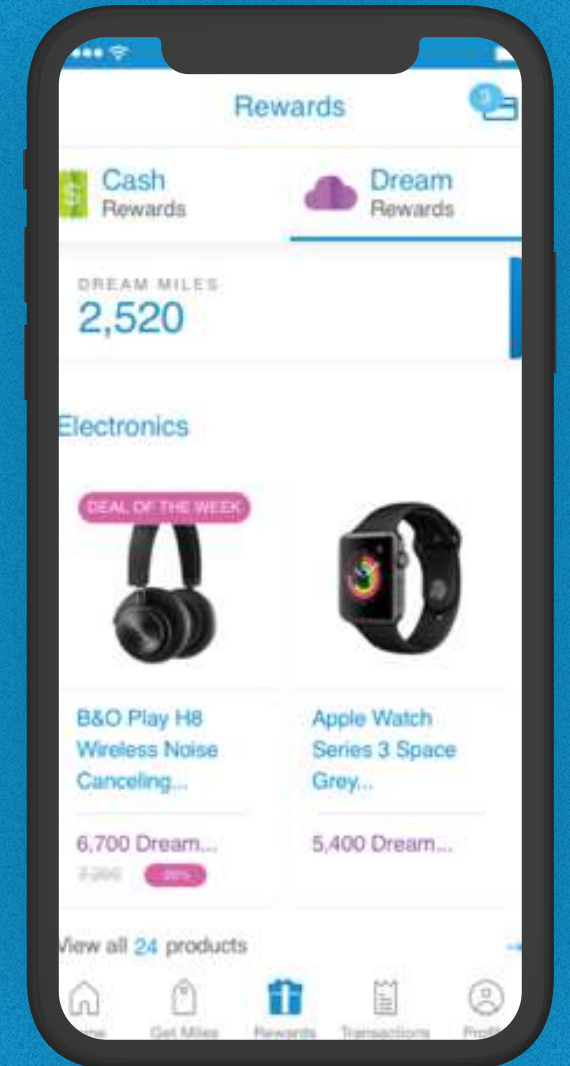
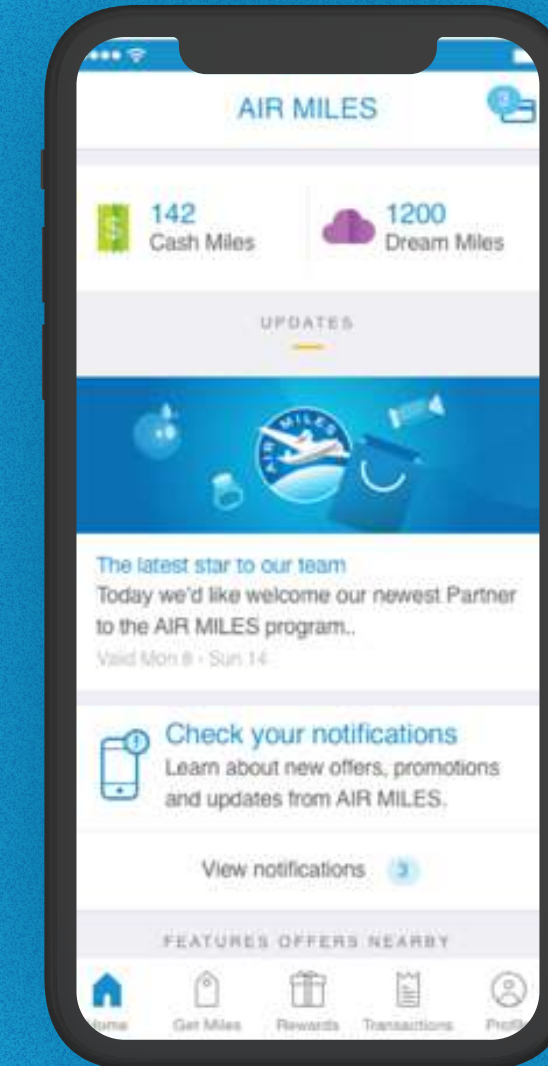
Projects:

- 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

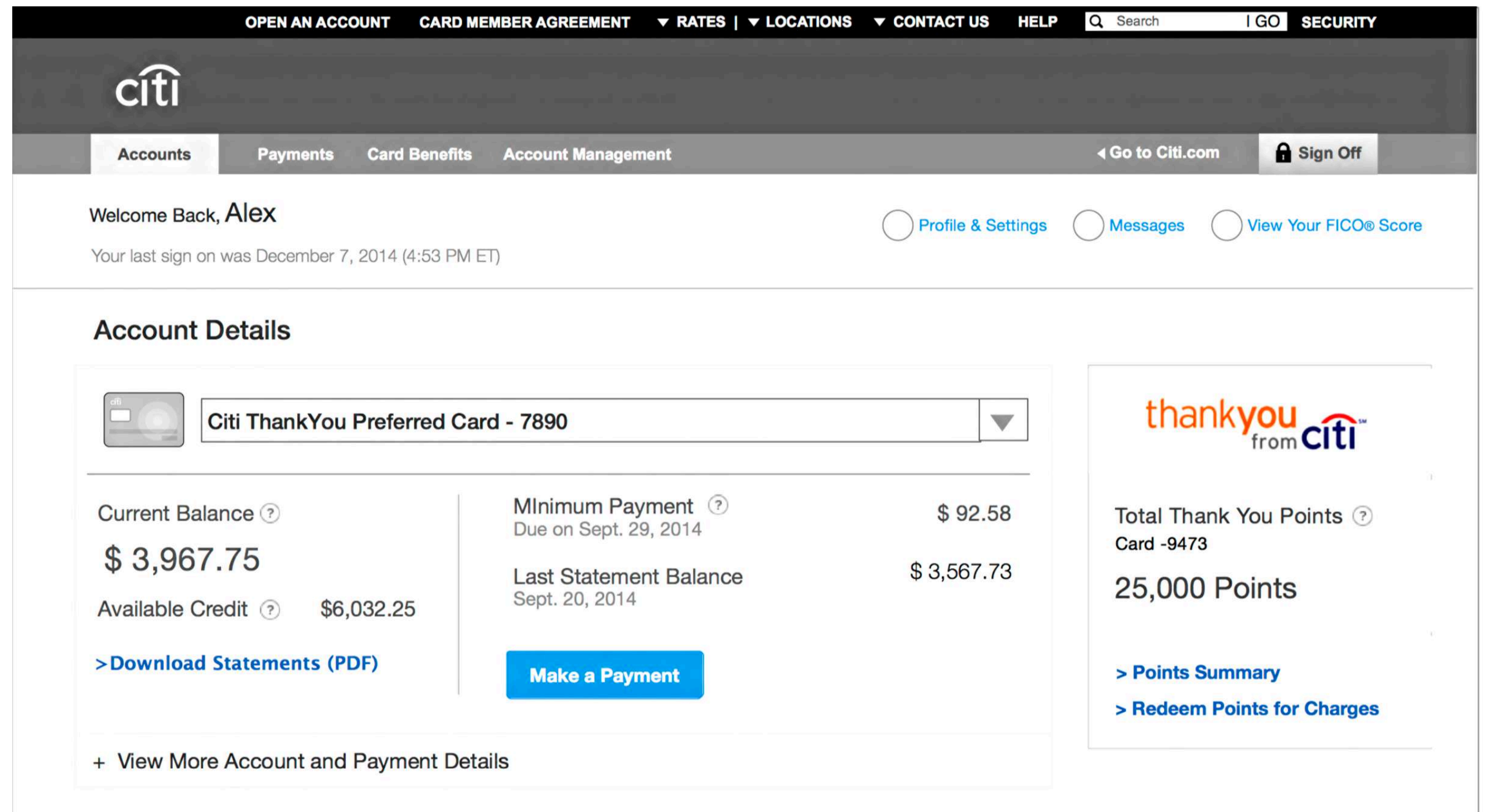
Improving the Customer Experience within the Account Details page.

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

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

Competitive Analysis, Wireframes and Prototypes.

Competitive Analysis, Wireframes and Prototypes.



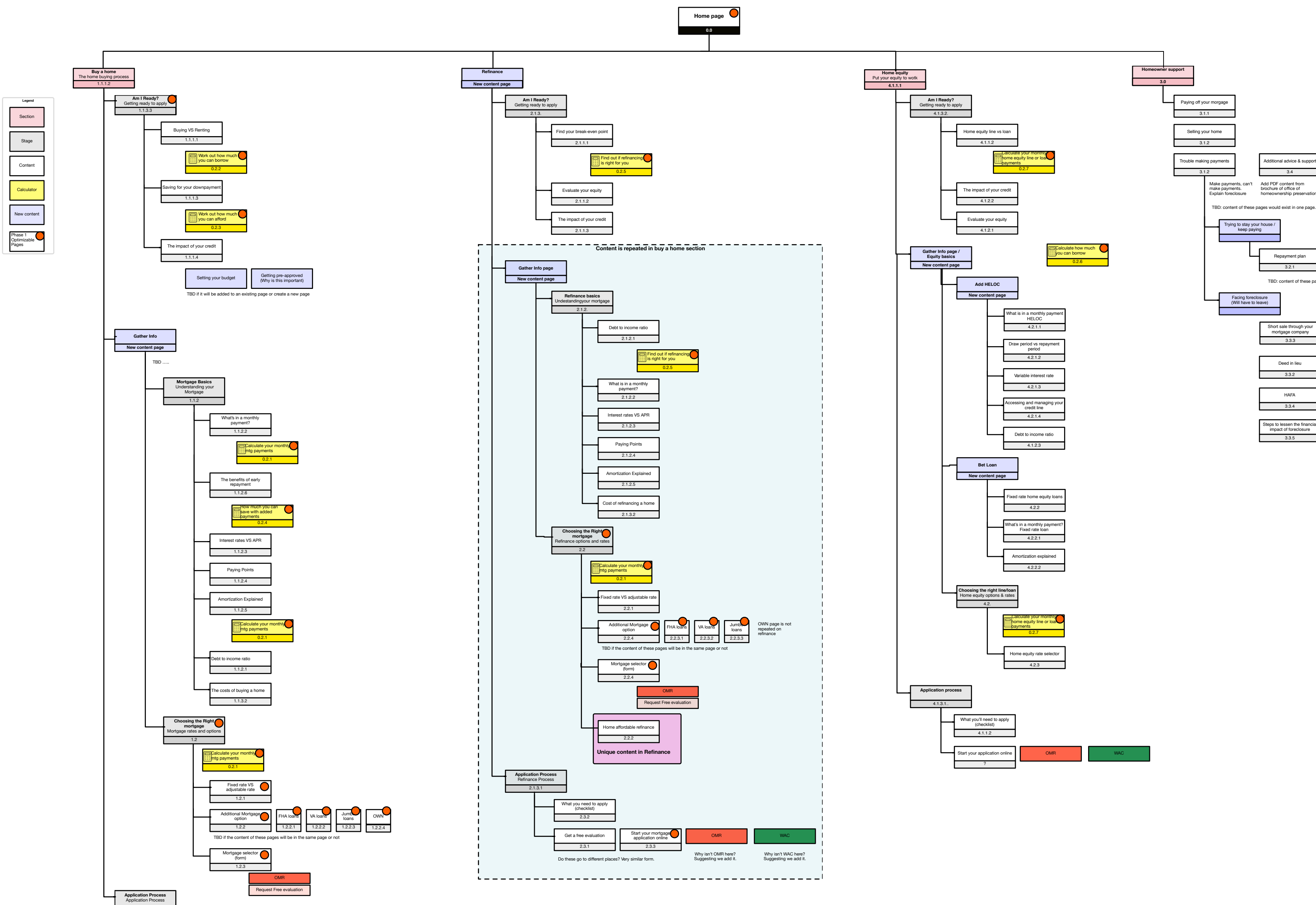
Redesign Citi Home-ownership

TASK:

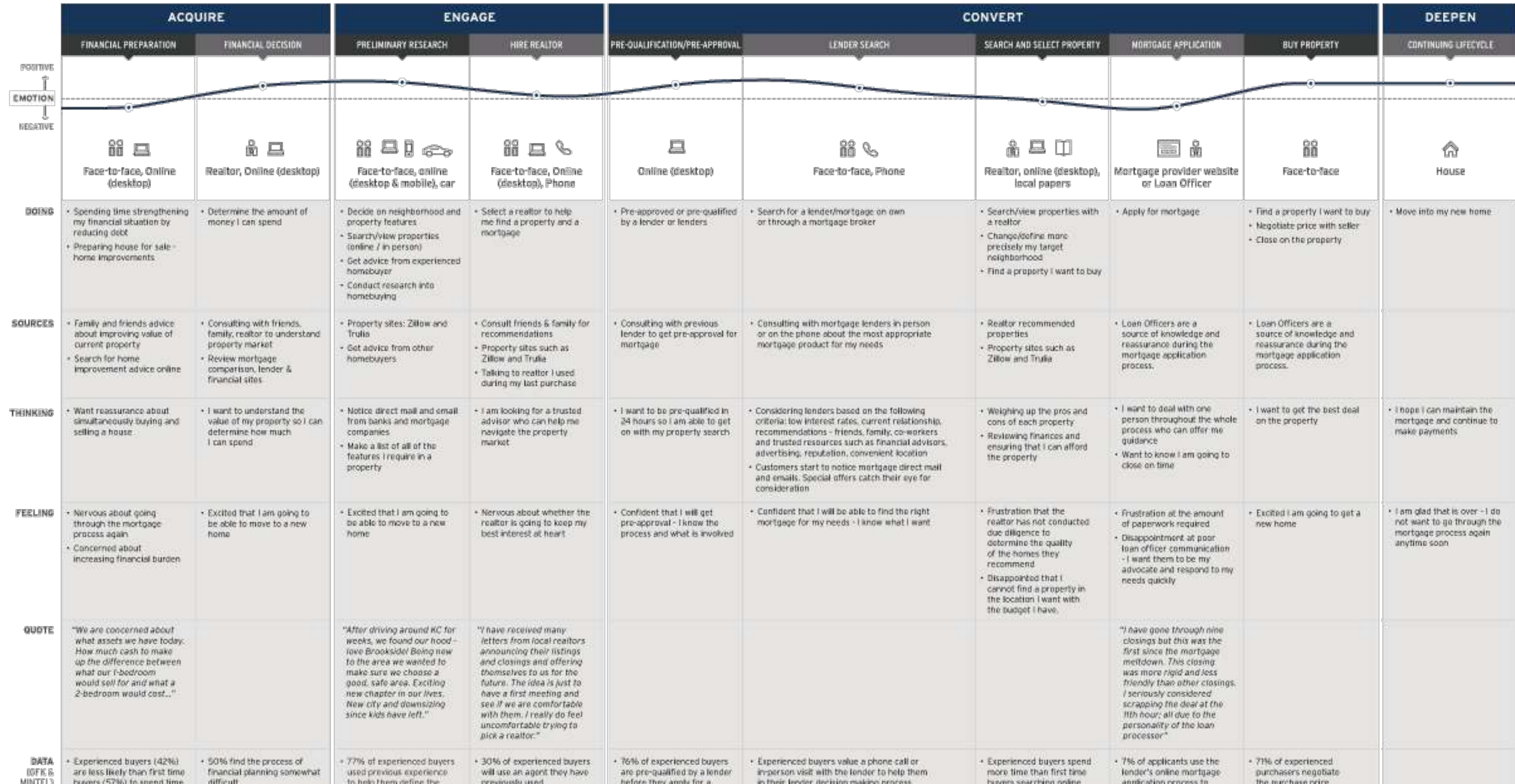
Re design the Citi Home-ownership to a responsive layout and meet the accessibility standards. Incorporate the design guidelines across the experience.

DELIVERABLES:

UX Charter, User Journey, Scenarios, New Sitemap & Wireframes.



Refinance Mortgage User Journey

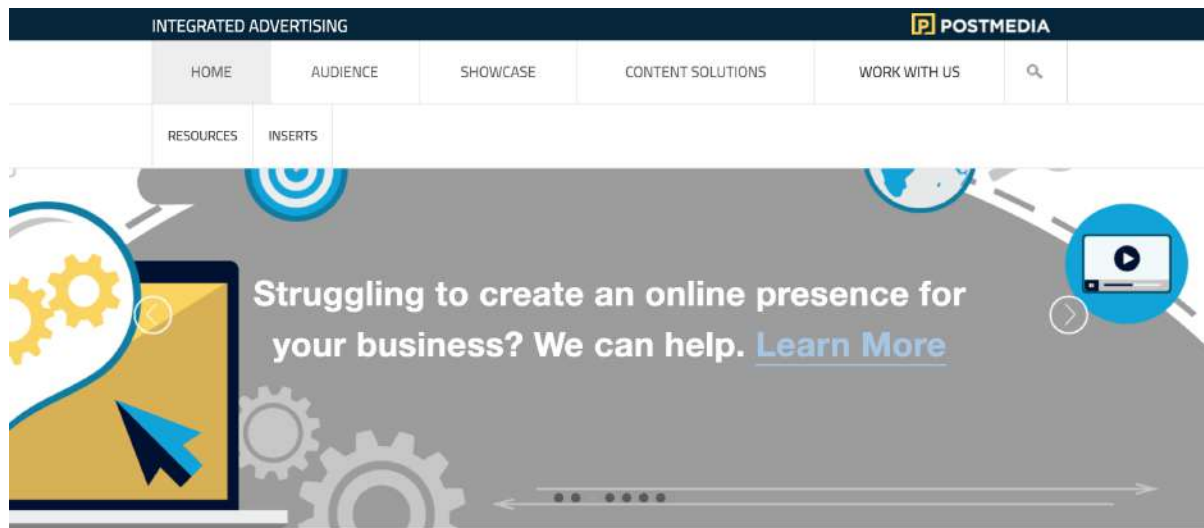


POSTMEDIA



- Re-design www.postmediaadvertising.com
- Continuous enhancements www.driving.ca
- Worked with the team in Toronto and across Canada.
- Delivered Wireframes & User flows.

Postmedia Advertising



Reaching 18.6 million Canadians monthly

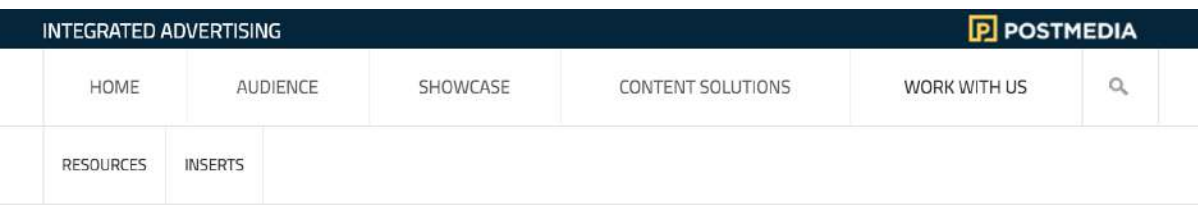
64% OF CANADIAN ADULTS

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 STARPHOENIX | SUN |
| 24 NEWS TORONTO | SUN | OTTAWA CITIZEN | WINDSOR STAR |
| SUN | The Times Free Press | MONTREAL GAZETTE | Driving |
| canada.com | househunting.ca | remembering.ca | celebrating.com |
| flyer city.ca | BUSINESS INSIDER | TIMES COLONIST | FINANCIAL POST MAGAZINE |
| MAGAZINES | COMMUNITY PUBLISHING | | |



RECENT PROJECTS



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.

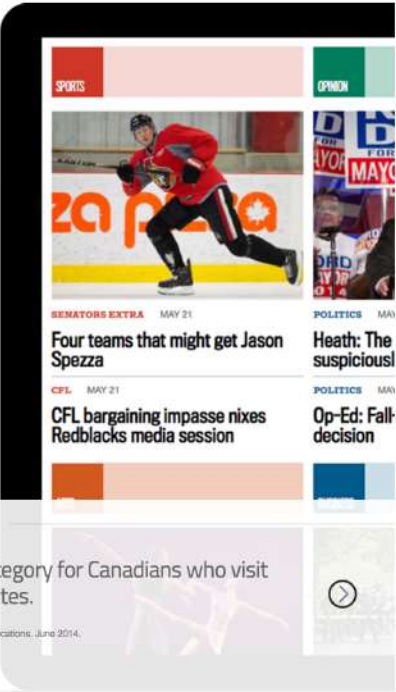
QUICK FACT

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 MediaMetrics Total Canada, All locations, 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

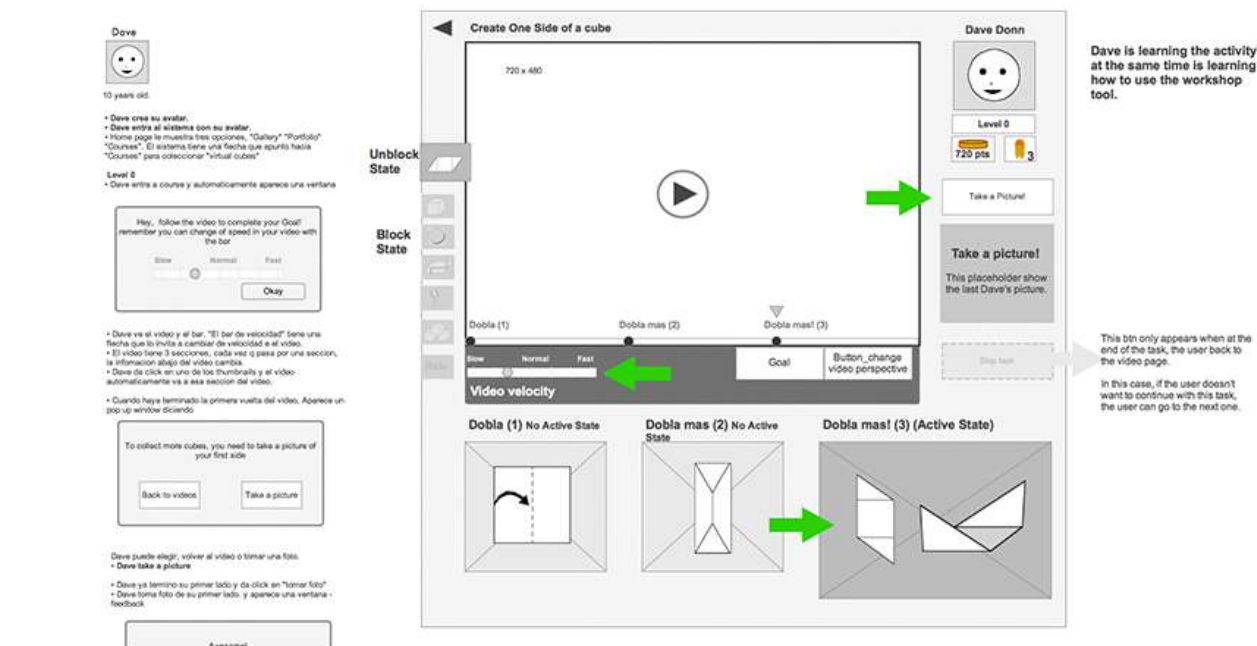


- Product development in startup environment.
- Product Manager leading the team of 5, UX designer and QA tester.
- As part of a startup I held multiple roles. Part of my deliverables were: User research, Personas, Scenarios, User Journeys & Wireframes.

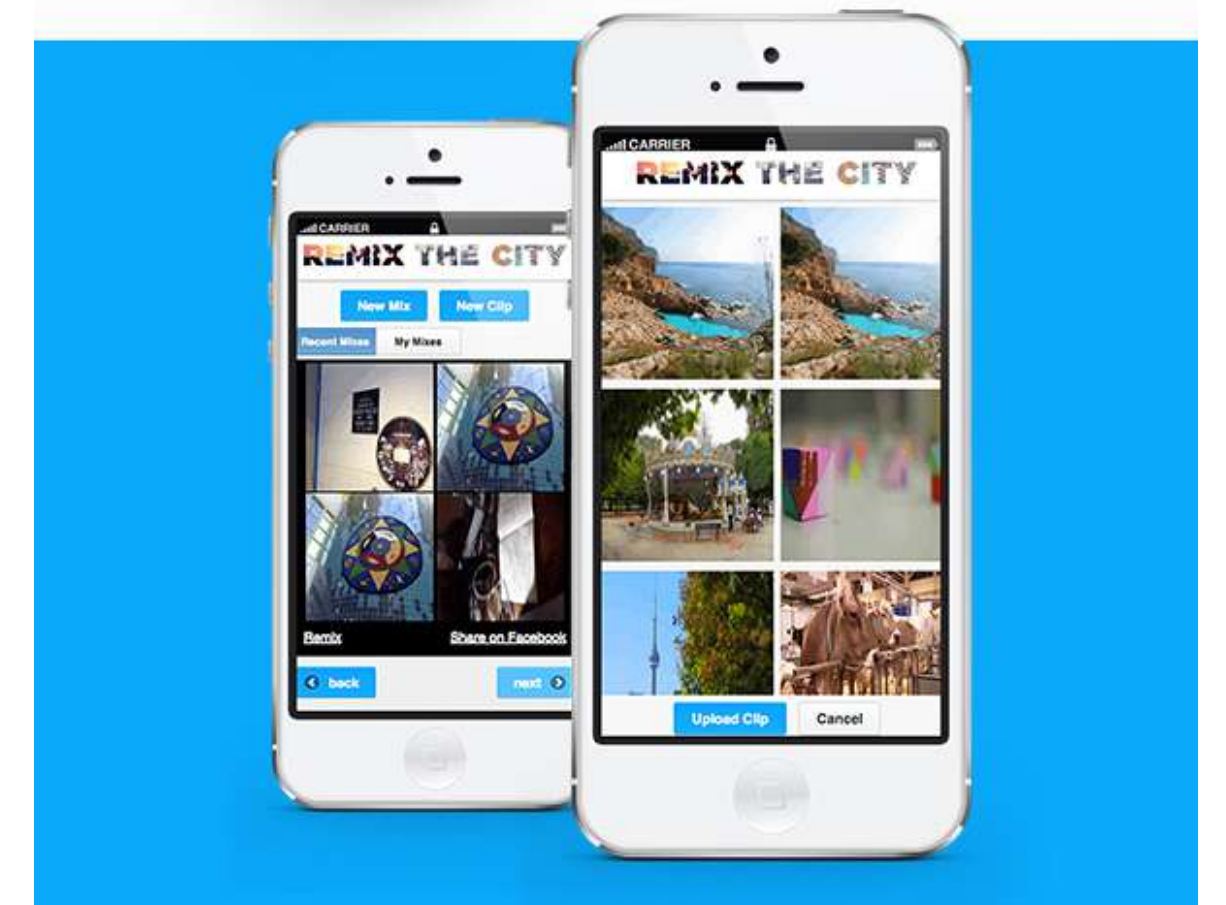
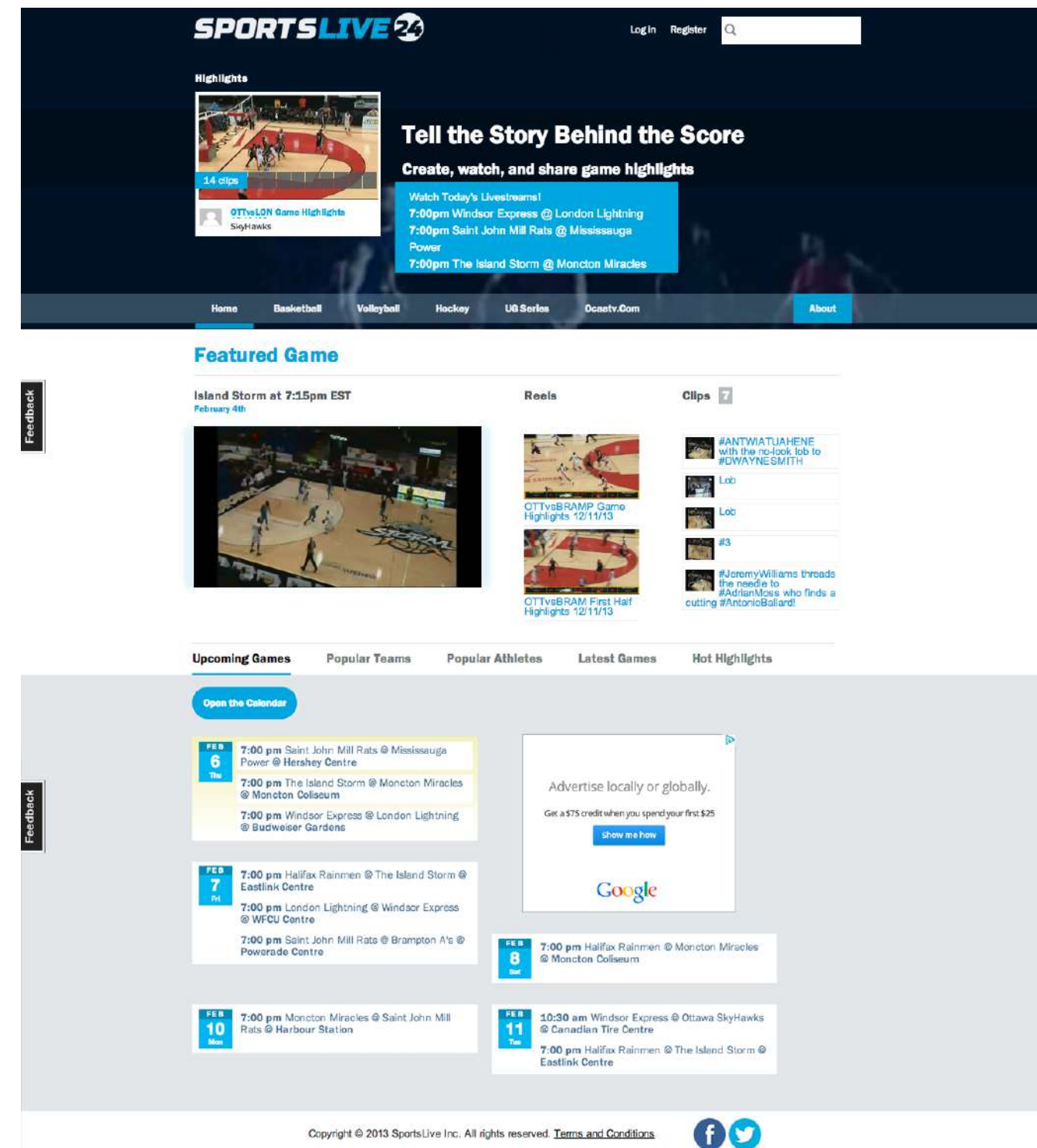
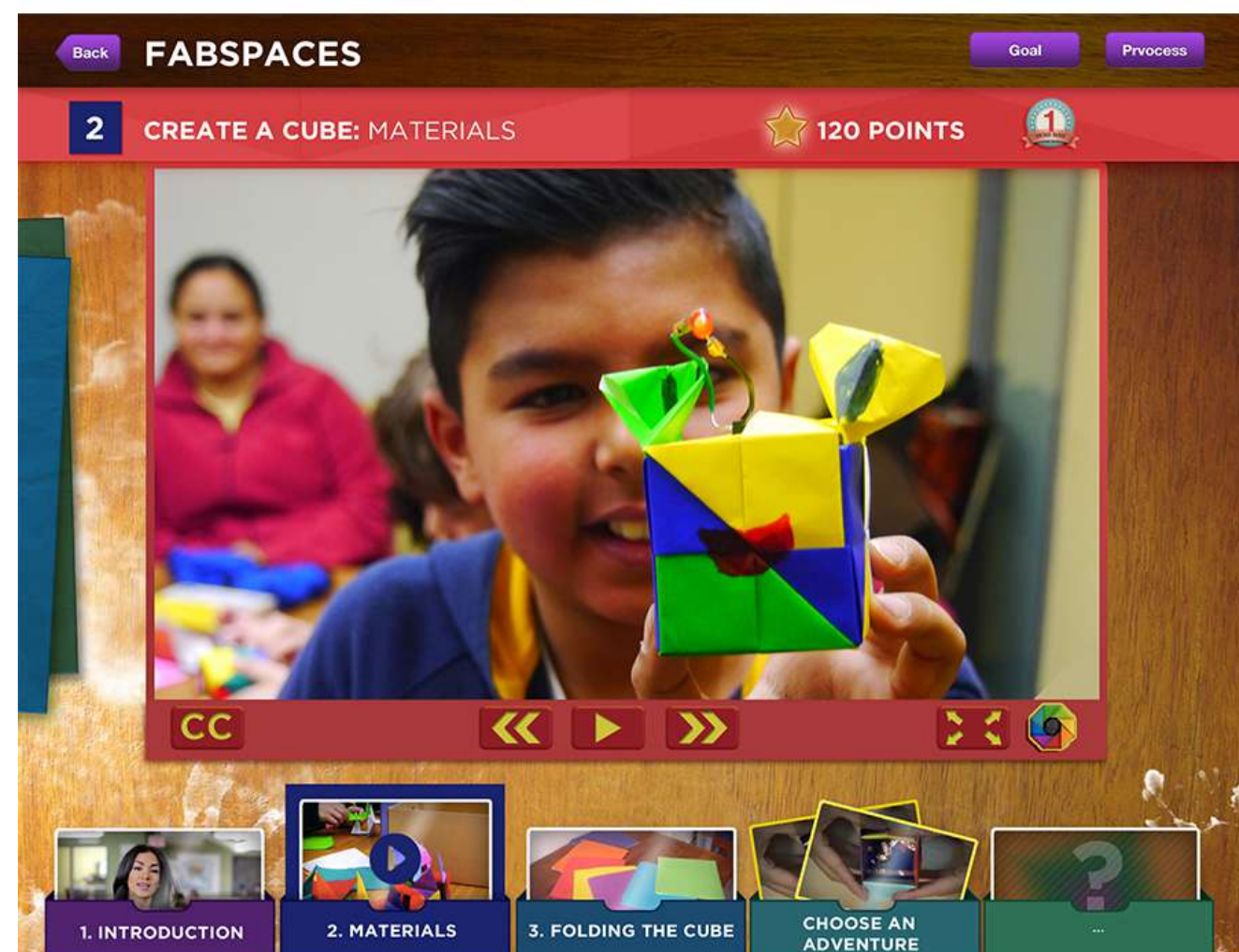
VIDEOGAMI

SPORTSLIVE

REMIX THE CITY



MOCKUPS



MORE ABOUT ME:

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[twitter](#)