

Ice Mobile

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

Critical Mass

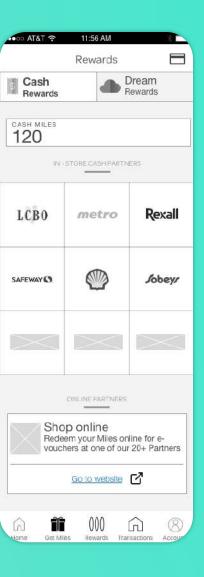
Obtained an open water scuba diving certification (OWC). Became Permanent Canadian Resident.

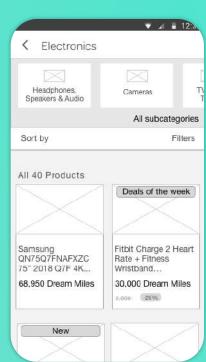
Postmedia Network Inc

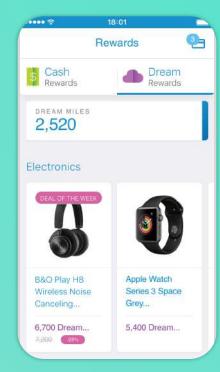
A stingray stung me in Hermosillo, Mexico.

Tribal MX

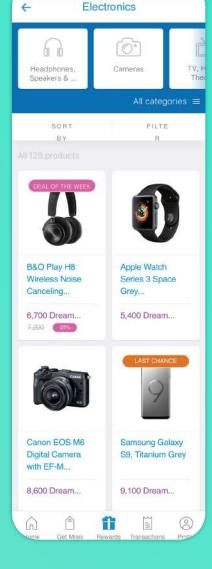
Moved to Toronto and visited Niagara Falls for first time which were completely frozen.

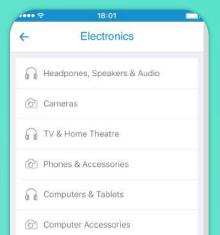


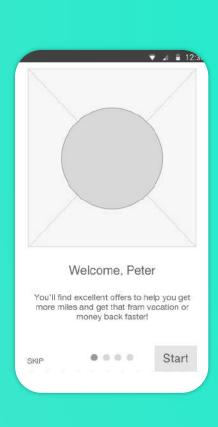


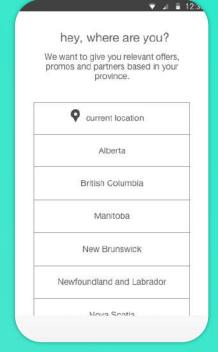


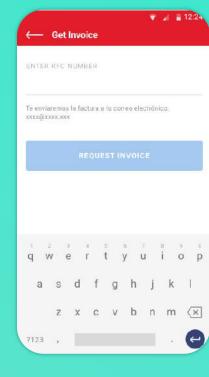


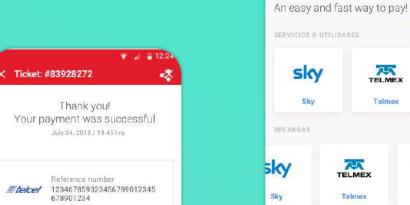


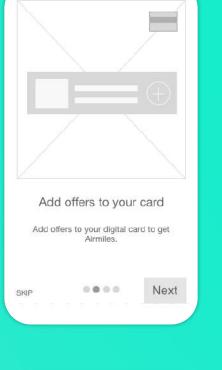












Complete your payment

\$385.00

See all 16

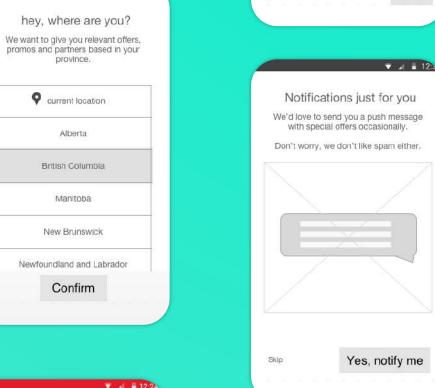
See all 12

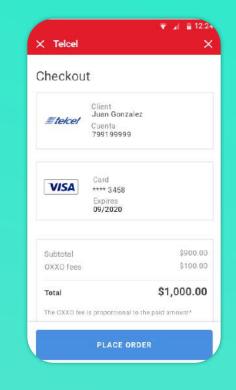
.iZ

TELMEX

Telmex

Reference number 1234 5678 9900





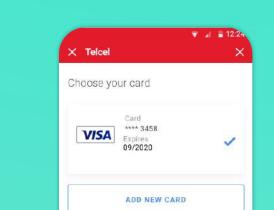
Scan card at cashier

scan it at store.

Also scan offers wirh special codes.

0000

Next



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:

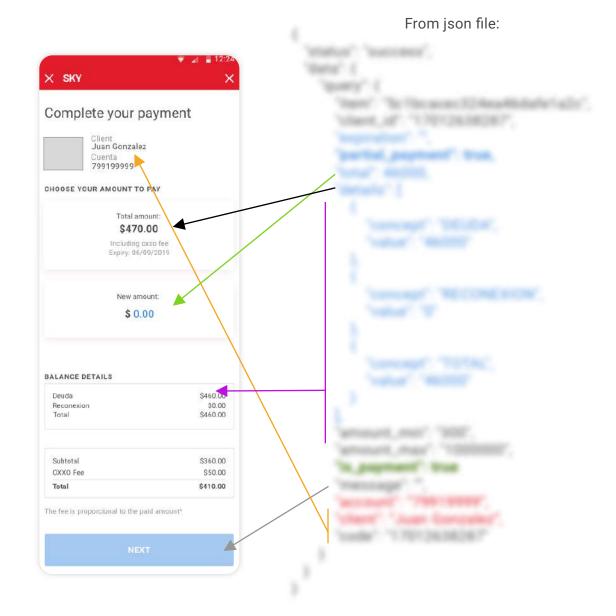
- Incorporated services payments from 15 different partners with checkout and coupons integration.
- Integrated payments of mobile top ups.
- Created a new app navigation.
- Incorporated loyalty program "Premia".
- Ability to choose location / city in the app and the app content changes accordingly.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

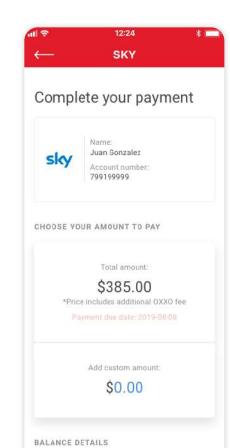
Download app:

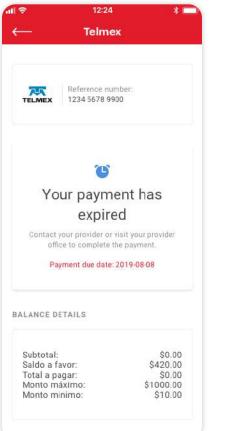


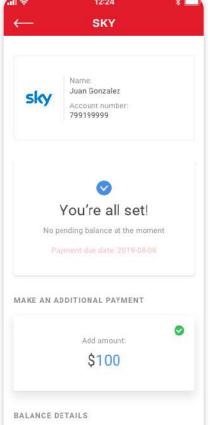


Mapping content from json file. Each provider had a unique combination. Each string has a design component. "Complete your payment' screen has a total of 11 different variations.

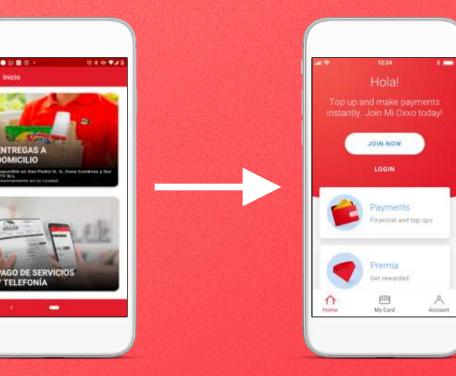


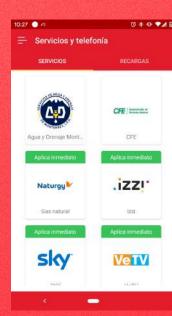


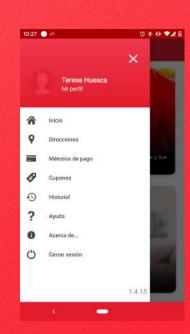


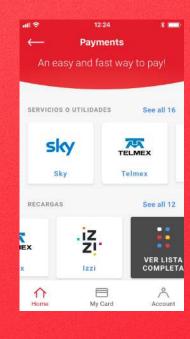


miOXXO app Redesign

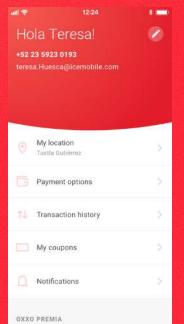








New app



Air Miles app

Continuous improvements in the app to enhance the user experience.

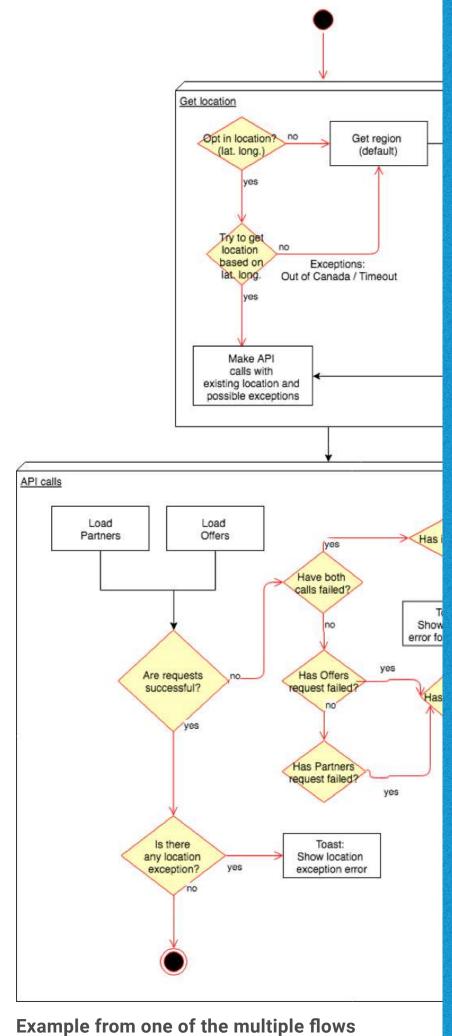
Projects:

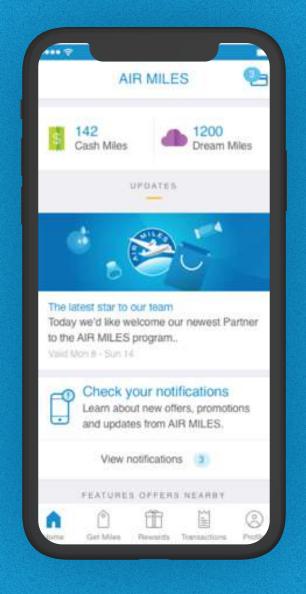
- Incorporated Dream and Cash Rewards section.
- Improved transactions per type of Miles.
- Incorporated profile information.
- Added set balance preferences for Cash Miles and Dream Miles.
- Added dynamic content from marketing to communicate new promotions to users.
- Incorporated notification flow.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

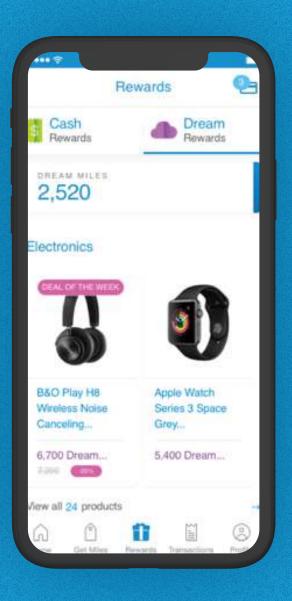
Download app:

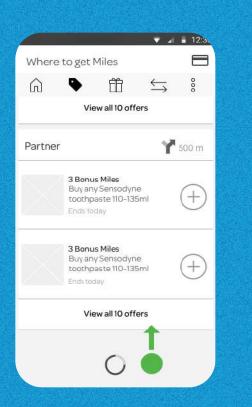


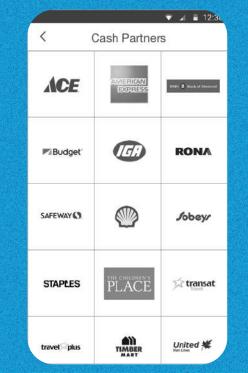


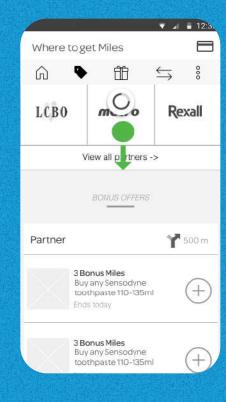












Critical Mass

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:

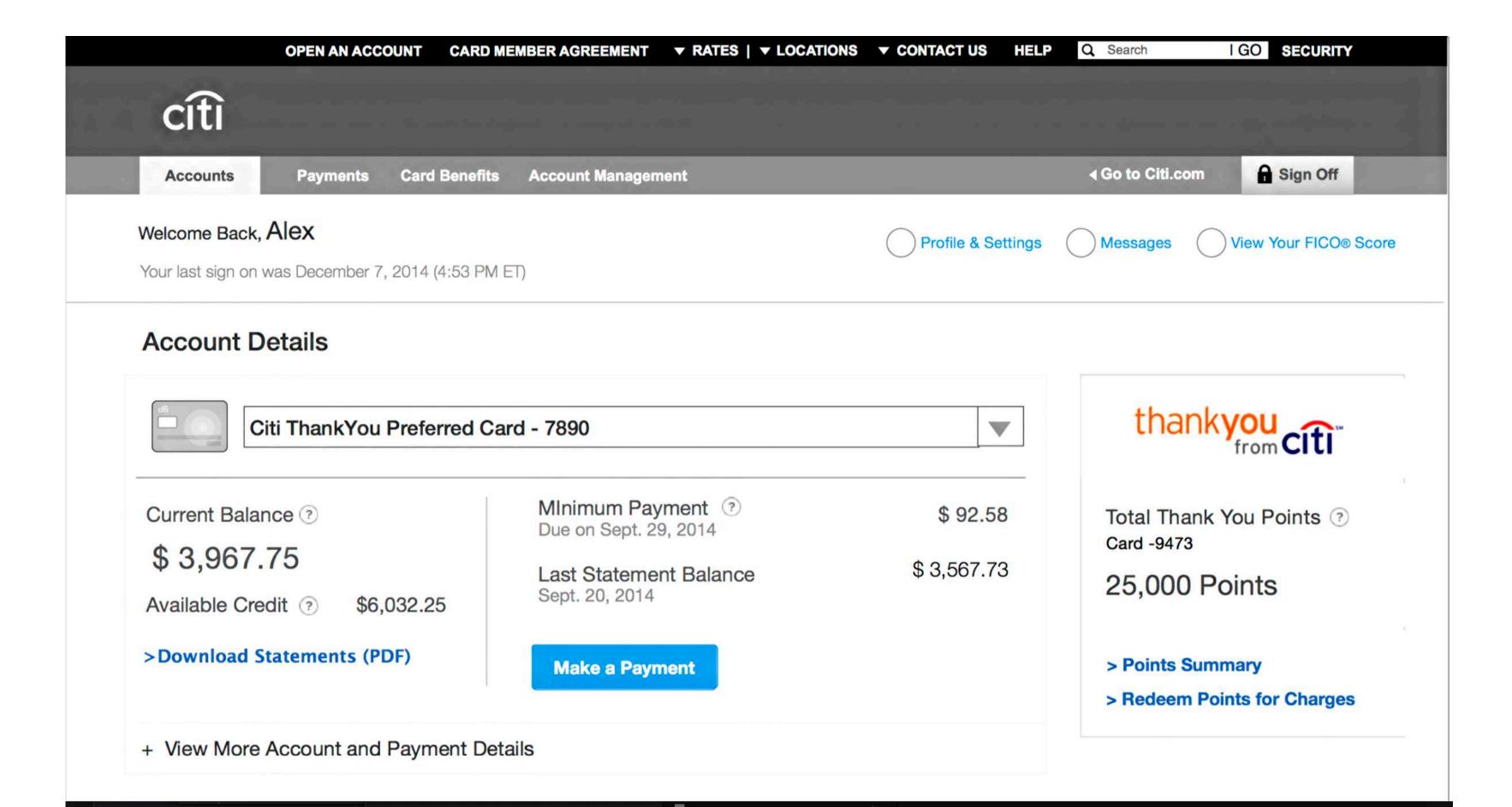
Improving the Customer Experience within the Account Details page.

Projects Include:

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

DELIVERABLES:

Competitive Analysis, Wireframes and Prototypes.



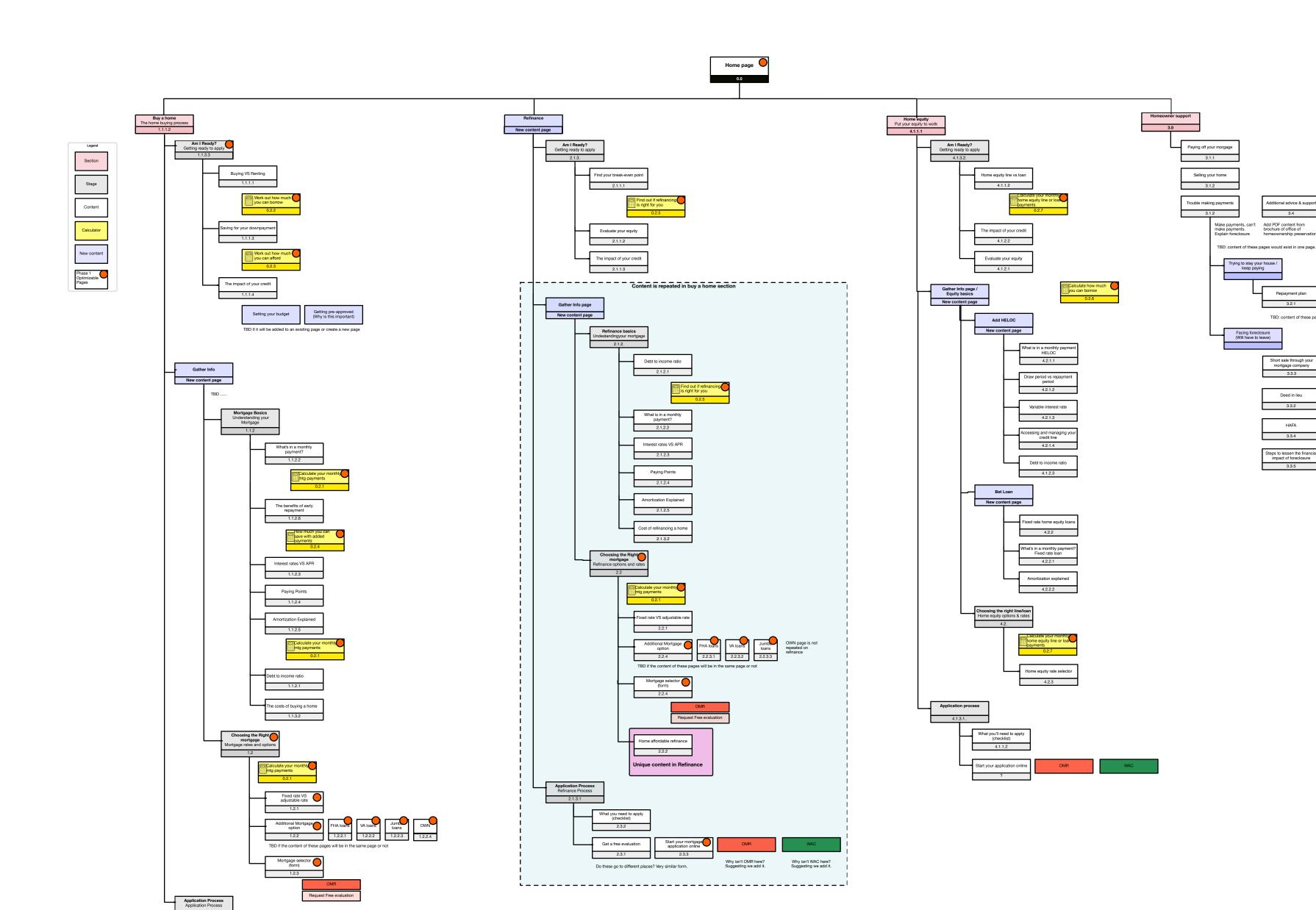
Redesign Citi Home-ownership

TASK:

Re design the <u>Citi Home-ownership</u> 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
POMITIVE T										
EMOTION										
HESSTIVE										
	õõ 💻	m 😐	11 B D 🚓	88 🗷 📞		an C	å = T	133.223 NVI	ñ	â
	Face-to-face, Galine (desktop)	Realtor, Online (desktop)	Face-te-face, online (desktop & mobile), car	Face-to-face, Online (dosktop), Phono	Online (desktop)	Face-to-face, Phone	Realtor, online (desktop), local papers	Mortgage provider website or Loan Officer	Face-to-face	Høuse
DOING	Spending time strengthening my financial situation by reducing debt Preparing house for sale home improvements	Determine the amount of money I can spend	Decide on neighborhood and property features Search/view properties (online / in person) Get advice from experienced homebuyer Conduct research into homebuying	Select a realtor to help me find a property and a mortgage	Pre-approved or pre-qualified by a lender or lenders	Search for a lender/mortgage on own or through a mortgage broker	Search/view properties with a realtor Change/define more precisely my target neighborhood Find a property I want to buy	Apply for mortgage	Find a property I want to buy Negotiate price with seller Close on the property	Move into my new home
SOURCES	Family and friends advice about improving value of current property Search for home improvement advice online	Consulting with friends, family, realter to understand property market Review mortgage comparison, lender & financial sites.	Property sites: Zillow and Trulis Get advice from other homebuyers	Consult friends & family for recommendations Proporty sites such as Zillow and Trulia Talking to realtor Fused during my last purchase	Consulting with previous lender to get pre-approvel for mortgage	Consulting with mortgage lenders in person or on the phone about the most appropriate mortgage product for my needs	Realtor recommended properties Property sites such as Zillow and Trulia	Loan Officers are a source of knowledge and reassurance during the mortgage application process.	Loan Officers are a source of knowledge and reassurance during the mortgage application process.	
THINKENS	Want reassurance about simultaneously buying and selling a house	I want to understand the value of my property so I can determine how much I can spend	Notice direct mall and small from banks and mortgage companies Make a list of all of the features i require in a property	I am looking for a trusted advisor who can help me navigate the property market	I want to be pre-qualified in 24 hours so I am able to get on with my property search	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 Customers start to notice mortgage direct mail and emails. Special offers catch their eye for consideration	Weighing up the pros and cons of each property Reviewing finances and ensuring that I can afford the property	I want to deal with one person throughout the whole process who can offer me quidence Want to know I am going to close on time	I want to get the best deal on the property	I hope I can maintain the mortgage and continue to make payments.
FEELING	Nervous about going through the mortgage process again Concerned about increasing financial burden	Excited that I am going to be able to move to a new nome	Excited that I am going to be able to move to a new home	Nervous about whether the realter is going to keep my best interest at heart	Confident that I will get pre-approval - I know the process and what is involved	Confident that I will be able to find the right mortgage for my needs - I know what I want	Frustration that the realtor has not conducted due diligence to determine the quality of the homes they recommend Disappointed that I cannot find a property in the location I want with the budget I have.	Frustration at the amount of paperwork required Disappointment at poor to an officer communication - I want them to be my advocate and respond to my needs quickly	Excited Lam going to get a new home	I am glad that is over +1 do not want to go through the mortgage process again anytime soon
QUOTE	"We are concerned about what assets we have today. How much cash to make up the difference between what our I-bedroom would sell for and what a 2-bedroom would cost"		"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."	"I have received many letters from local realtors announcing their listings and closings and offering thomselves 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."				"I have gone through nine closings but this was the first since the mortgage melidown. This closing was more rigid and less friendly than other closings. I seriously considered scrapping the dear at the lith hour; all due to the personality of the loan processor"		
DATA OFF & MINITED	+ Experienced buyers (42%) are less likely than first time buyers (57%) to spend time	50% find the process of financial planning somewhat difficult.	77% of experienced buyers used previous experience to help them define the	30% of experienced buyers will use an agent they have previously used.	76% of experienced buyers are pre-qualified by a lender before they apply for a	Experienced buyers value a phone call or important visit with the lender to help them in their lender decision making process.	Experienced buyers spend more time than first time buyers searching online	7% of applicants use the lender's online mortgage application process to	71% of experienced purchasers negotiate. The muchase price.	

POSTMEDIA

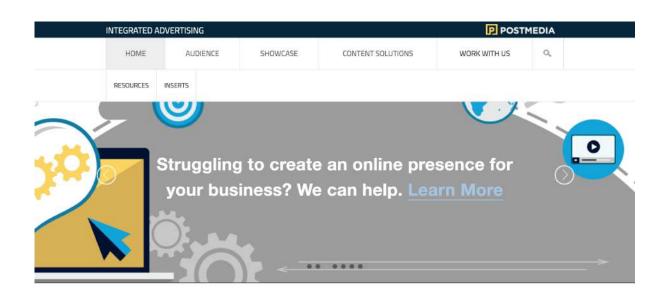






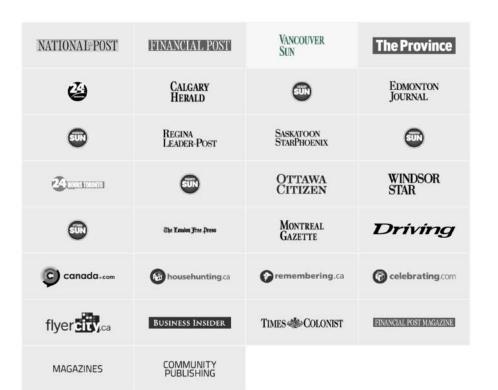
- Re-design <u>www.postmediaadvertising.com</u>
- Continuous enhancements <u>www.driving.ca</u>
- Worked with the team in Toronto and across Canada.
- Delivered Wireframes & User flows.

Postmedia Advertising



Reaching 18.6 million Canadians monthly

64% OF CANADIAN ADULTS Across print, web, smartphone and tablet platforms





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



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.







Symantec | FP Tech Desk

CAPP | FP Energy















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 Distribution Targeting (database marketing, GIS and Mapping), Distribution Management, and Specialty Distribution products.



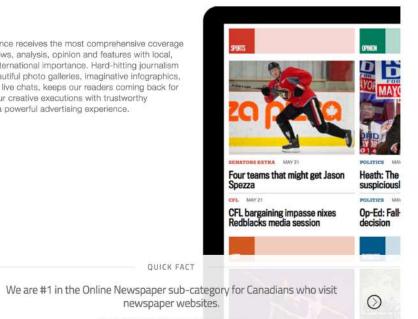


Our newspapers are #1 with readers in each of our metro markets.

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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.



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



TRIBAL MX

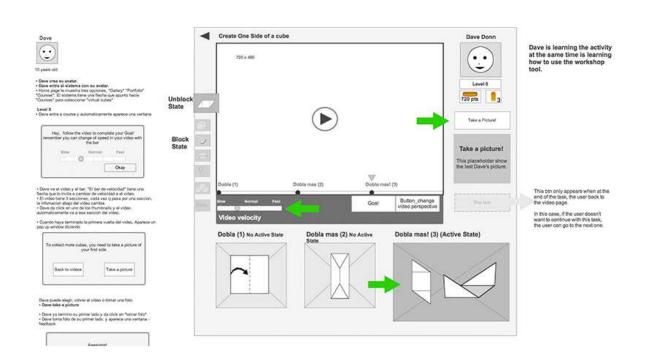






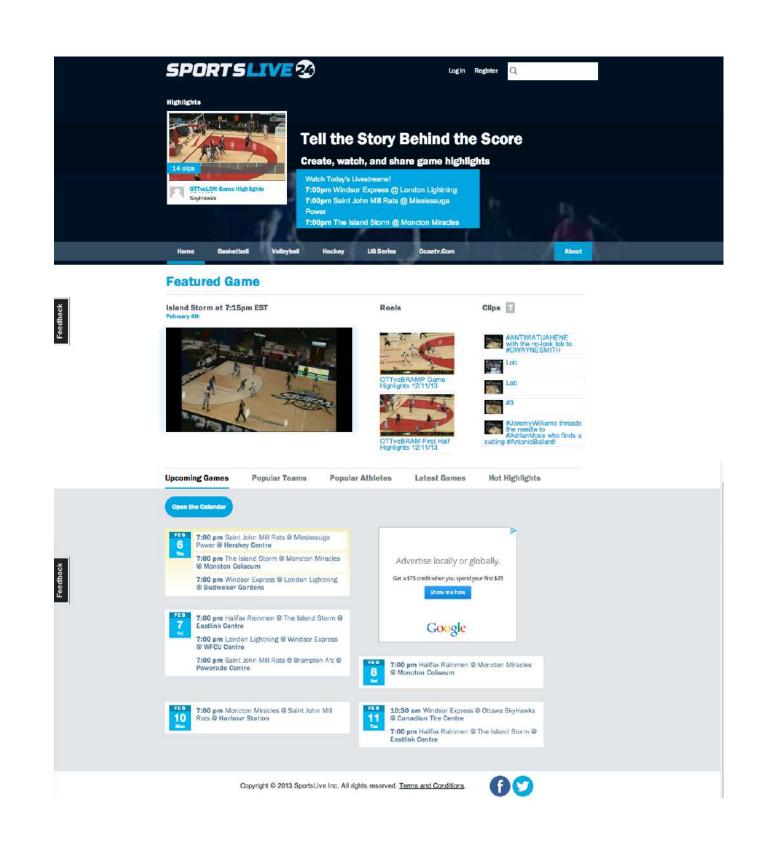
- Product development in startup environment.
- Product Manager leading the team of 5, UX designer and QA tester.
- As part of a startup I I held multiple roles. Part of my deliverables were: User research, Personas, Scenarios, User Journeys & Wireframes.

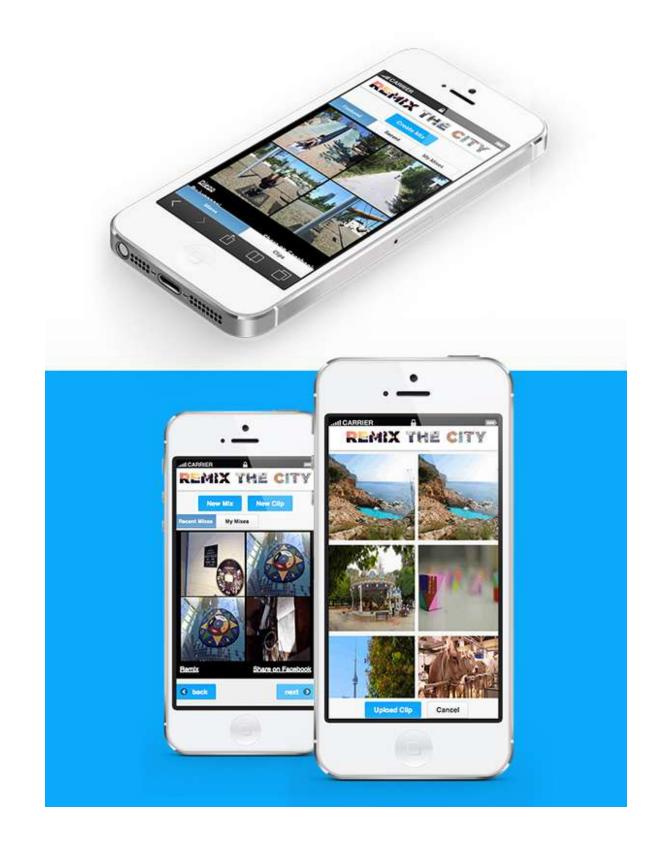
VIDEOGAMI SPORTSLIVE REMIX THE CITY



MOCKUPS







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