



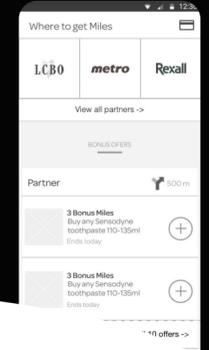
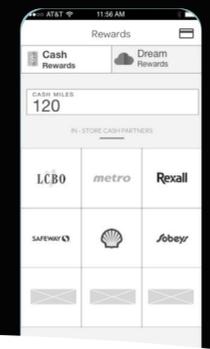
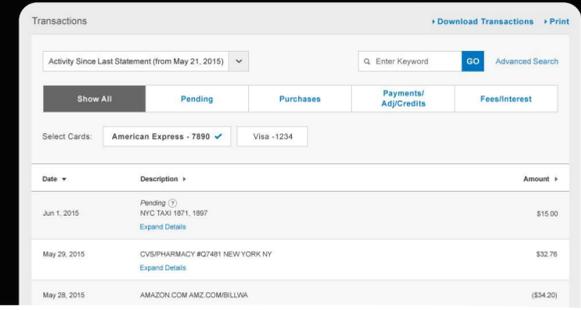
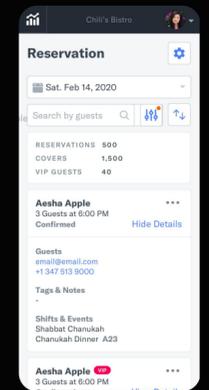
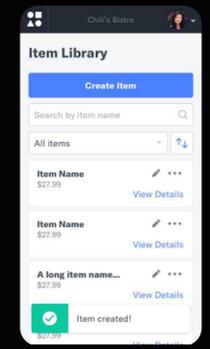
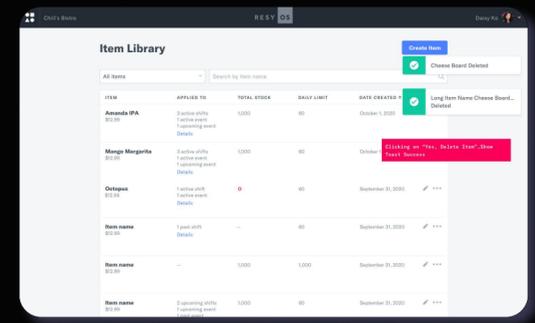
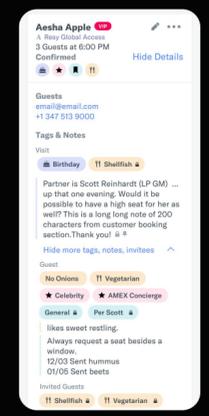
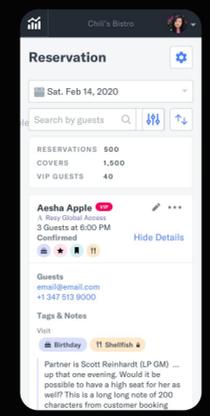
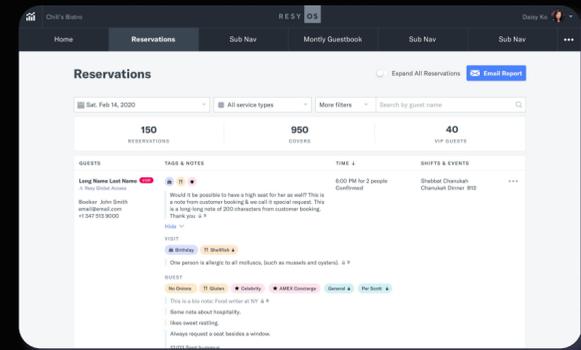
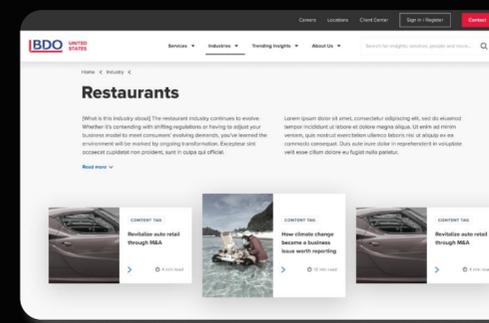
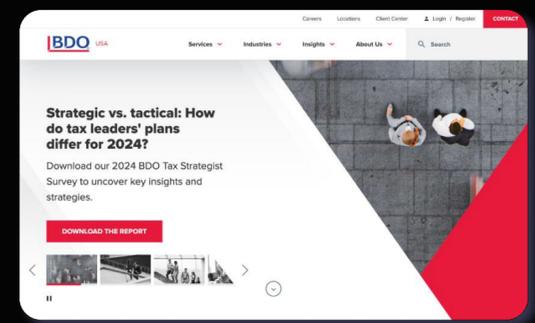
# Hello, I'm Teresa

A Senior Product Designer, environmentalist, adventurer, problem solver, and a fun team player. Based in Toronto and available to work remotely.

[teresahuesca.com](http://teresahuesca.com)

## DESIGN SKILLS:

- Responsive and mobile design
- Workshop & facilitation
- Strategy
- Usability testing
- Prototyping
- User journey mapping
- Design QA
- Agile methodology
- Accessibility



## BRANDS I WORKED WITH



# Scotiabank

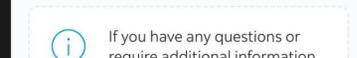
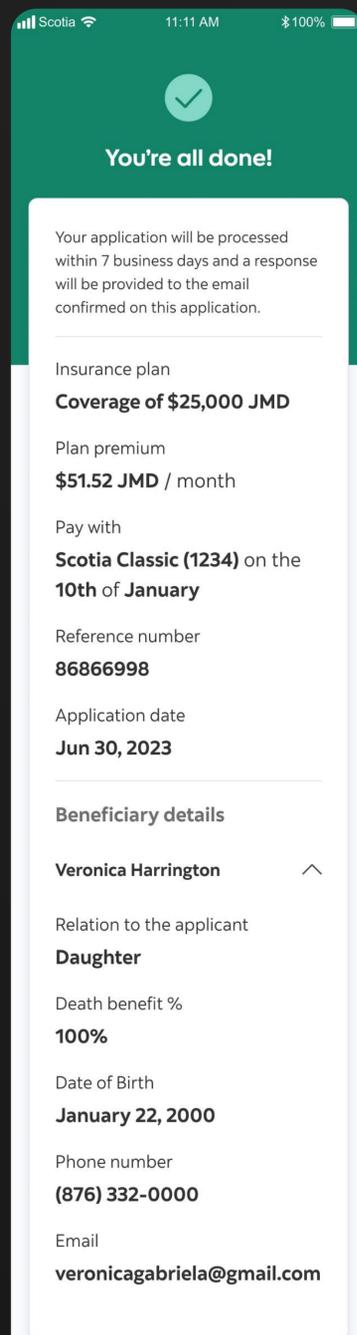
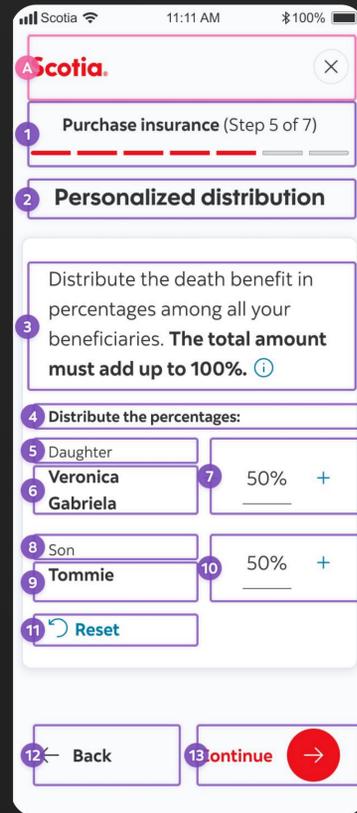
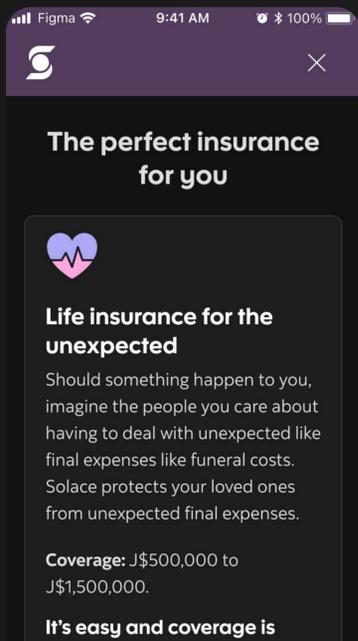
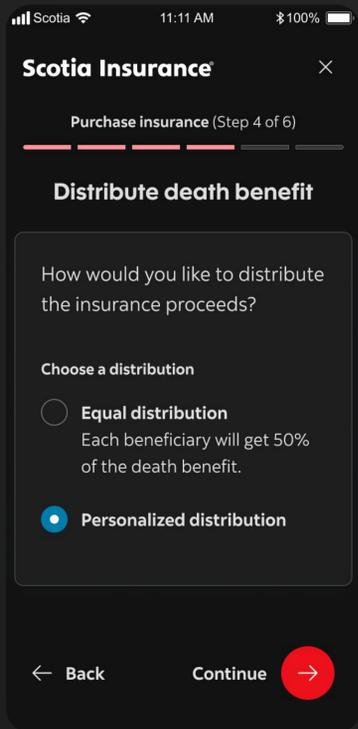
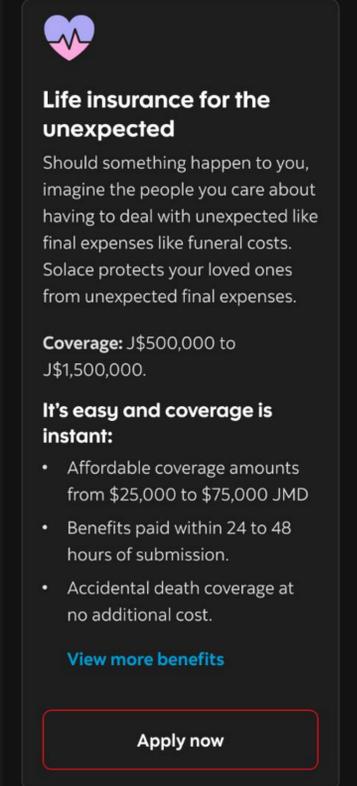
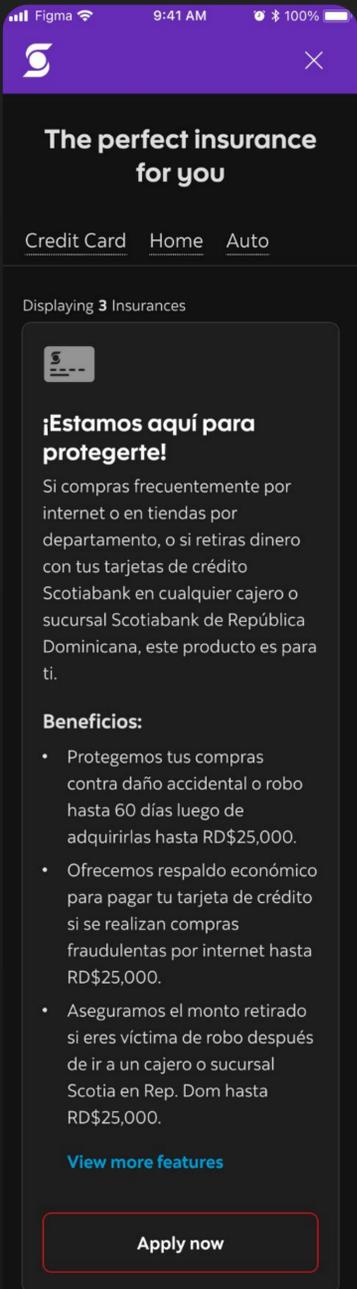
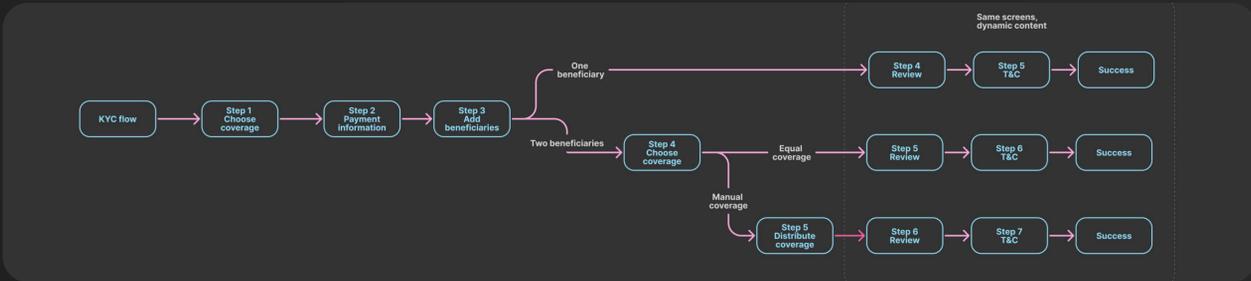
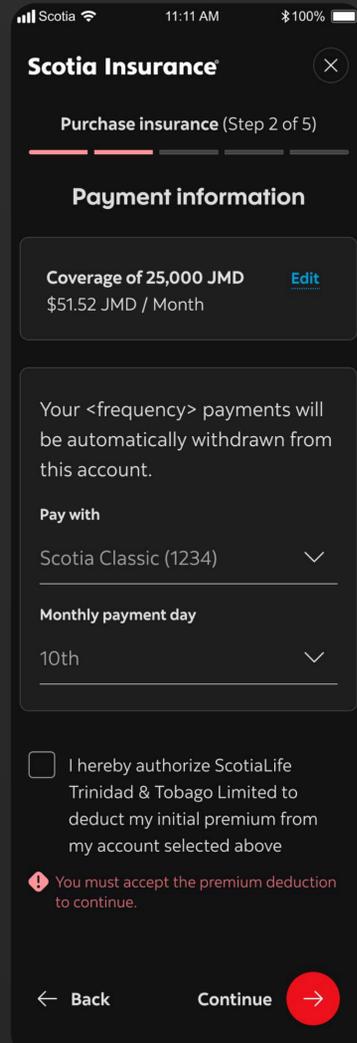
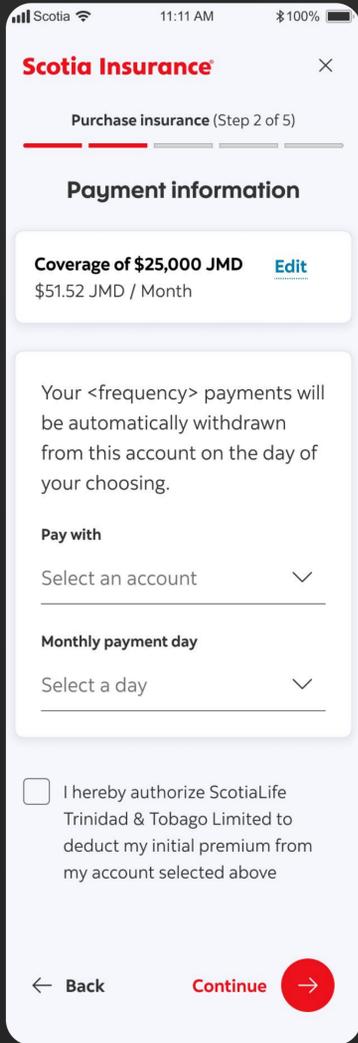
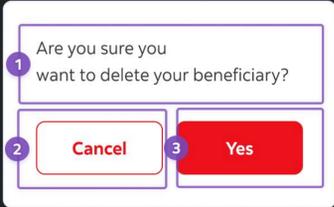
- Strategy
- UX
- UI
- User testing

I'm currently at Scotiabank, collaborating with the international team and shaping the future of banking.

I've supported the business team in creating **User Journeys**, **Service Blueprints**, and conducting **user testing** of the proposed designs before development.

I'm a solo designer in a team, collaborating with PMs and developers from the beginning of the project to the end.

I prepare designs for development, including **dark theme** and **accessibility** considerations, and assist with documentation to ensure the team can implement the designs with ease.





# BDO

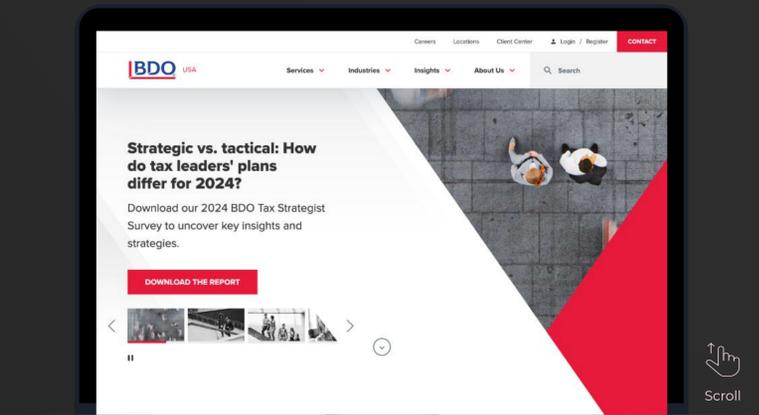
- Strategy
- AI
- UX
- User testing

BDO delivers assurance, tax, and financial advisory services to clients throughout the country and around the globe.

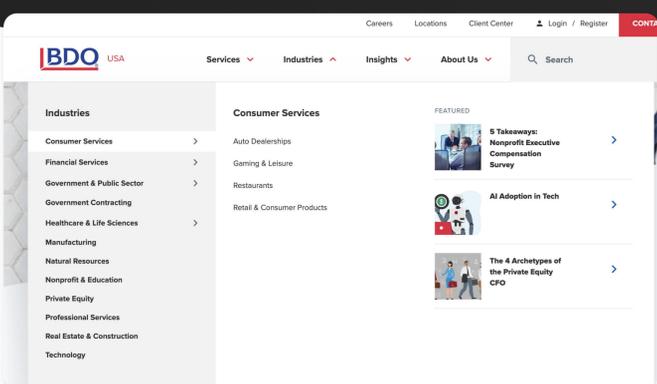
I acted as the a UX lead in the project while mentoring and managing a Junior UX.

In charge of the hrs estimations per deliverable, direct communication with the client, and collaborating closely with visual designers for an easy handoff to the developers.

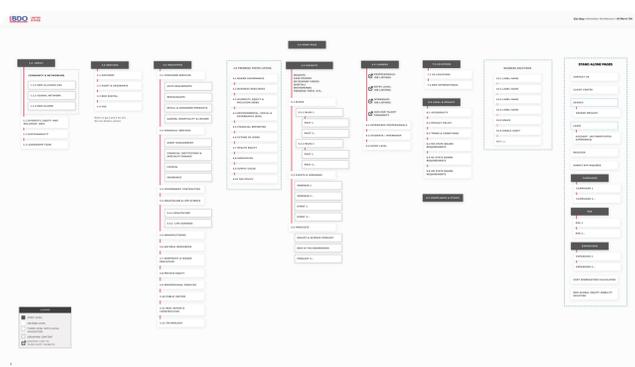
- <https://www.bdo.com/>
- <https://www.bdo.ca/>



Created customer journeys, a competitive analysis, 37 wireframes in 2 months, prototyping, tree test, first click unmoderated usability testing, and two rounds of moderated usability testing.



The menu helps users discover different topics across multiple industries. The featured articles change according to the selected section, allowing customers to access relevant thought leadership.



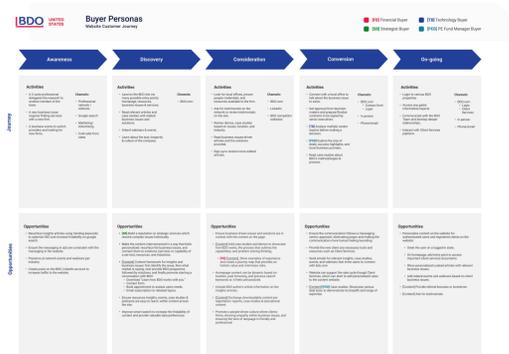
We S/simplified the navigation within the website, eliminated duplicate pages, and focused on services and industries as the main categories. We created an "Insights" section to highlight the thought leadership among the consultants. Afterwards, we conducted a tree test with real BDO clients.

### CHALLENGE:

The team redesigned the entire website to modernize the look according to BDO's brand and proposed better navigation and information architecture. BDO wanted to show the interconnectedness between the services, thought leadership advice, and multiple industries.

### SOLUTION:

We focused on bringing user-centric designs, personalizing the visitor experience, showcasing BDO's thought leadership to generate more conversions, and creating intuitive navigation across the site that reflects the interconnectedness through the use of tags.



I created a series of workshops across multiple industries with BDO's consultants to research the buying journey.

## USABILITY TESTING

BDO Canada and BDO USA overlap in information, and we created a set of usability testing for both clients. This situation allowed the clients to receive more information about their projects.

- 1. First Click:** The goal of the first click was to assess the findability of specific content and discover unforeseen issues with the new user experience.
  - a. It was a remote unmoderated first-click testing using the optimalworkshop.com platform and its recruitment panel.
  - b. Analyzed over 70 participants' tests and provided recommendations for the new findings.

**Overall it was easy. On one of them I was torn between two options, but otherwise was straight-forward.**

- Respondent 110, Success Rate 60%, Nonprofit & Human Resources.

**41%** Participants achieved over 60% success

**1** Participant achieve 100% success

**90%** Participants had the same question wrong

- 2. A/B Tree Test:** The goal of the A/B Tree Test was to assess the findability and discoverability of specific nodes within the two proposed Information Architectures and test labels for navigation.
  - a. We performed two unmoderated tree tests (A & B) using optimalworkshop.com platform and its recruitment panel.
  - b. Analyzed the two tests with 50 participants each and provided recommendations for the new findings.

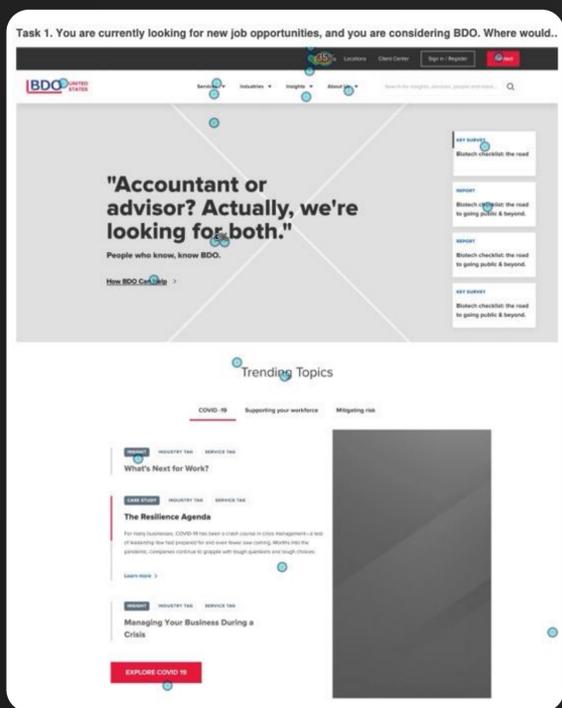
**81%** Avg. Success Rate

Includes vA & vB

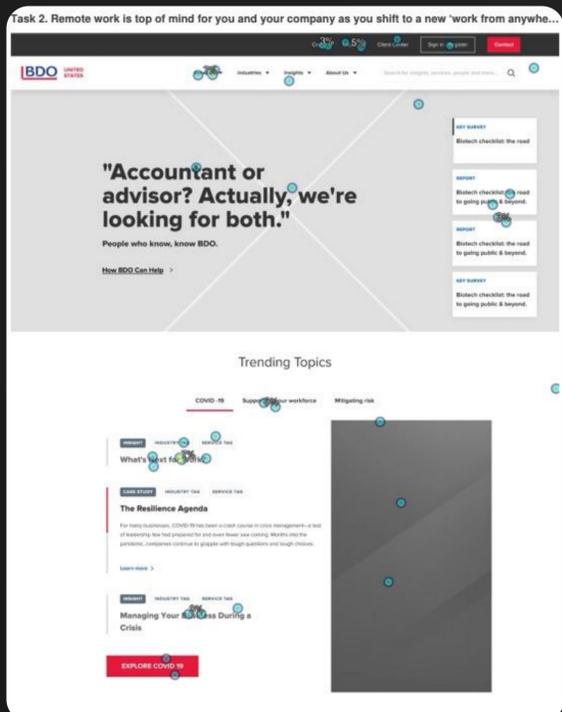
	vA: Insights	vB: Trending Topics
First Click	48%	26%
First Click	26%	44%

**The label 'Insights' performed better than the label 'Trending Topics'.**

- 3. Moderated Usability Testing:** The usability testing aimed to test the comprehension of the BDO website, explore similitudes and differences in specific categories, and assess the findability and discoverability of certain content within the experience.
  - a. The test was facilitated remotely by Akendi and using the UserZoomGo user test platform.
  - b. Created the testing plan, oversaw the prototype, and made recommendations of the findings provided by Akendi.



First click: students and experience professionals audience.



First click: students and experience professionals audience.



# RESY

- UX
- UI
- Strategy
- Prototyping

B2B  
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.

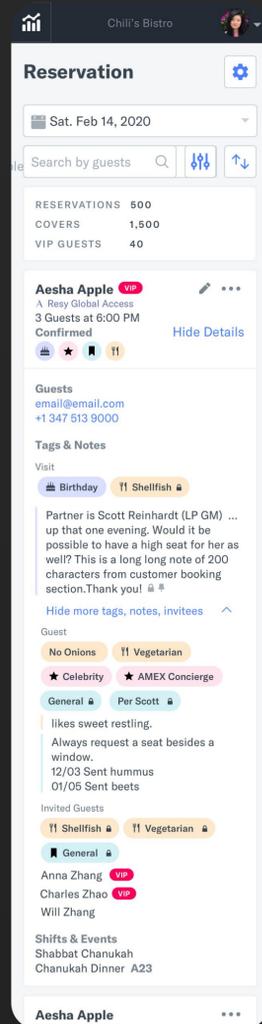
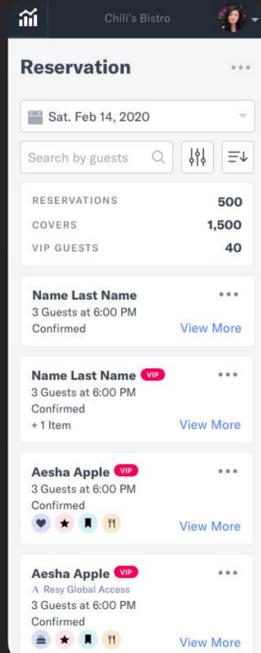
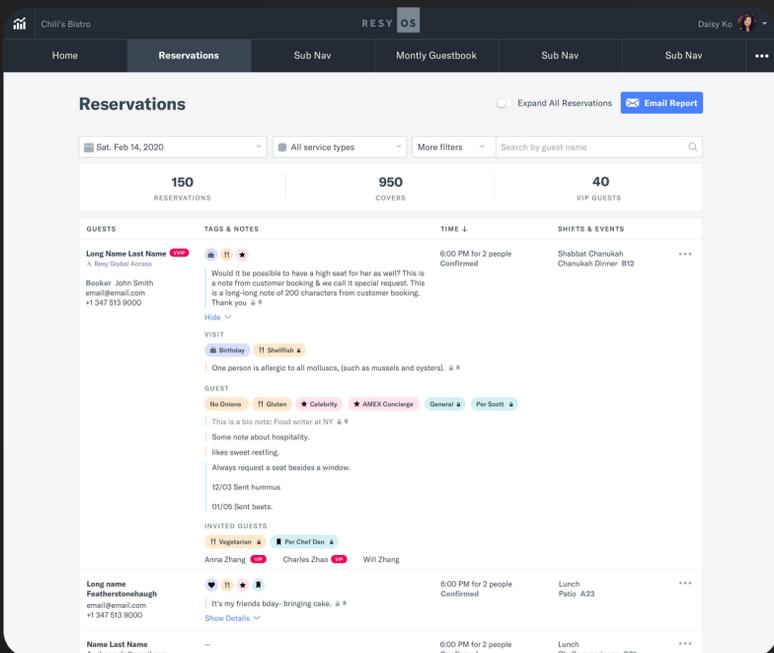
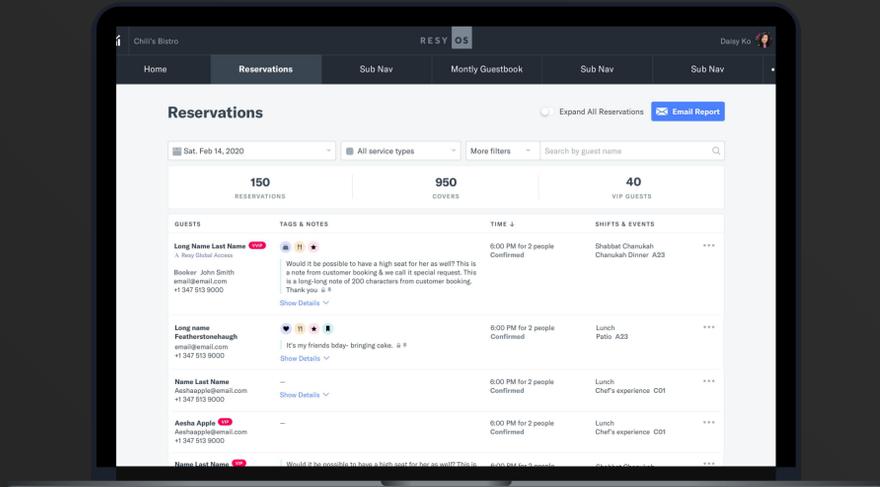
<https://resy.com>

## How Might We:

- HMW help restaurants manage their items?
- HMW help restaurants prepare for the day?

The reservation dashboard supports restaurant managers in planning the day, understanding bookings, identifying VIP customers, and managing allergies and special events. The dashboard's readability is crucial for understanding the needs of each booking.

We use tags and icons to highlight the most important information. I reviewed current data and designed based on worst-case scenarios.



## Table Responsive

1024 and above

ITEM	APPLIED TO	TOTAL STOCK	DAILY LIMIT	DATE CREATED ↑	
Amanda IPA \$12.99	3 active shifts 1 active event 1 upcoming event Details	1,000	60	September 31, 2020	...

## Mobile Rows | Mobile

320 to 768

Left Content Variable Width — The right container can grow depending on screen size.

Tables Rows Stack on Mobile

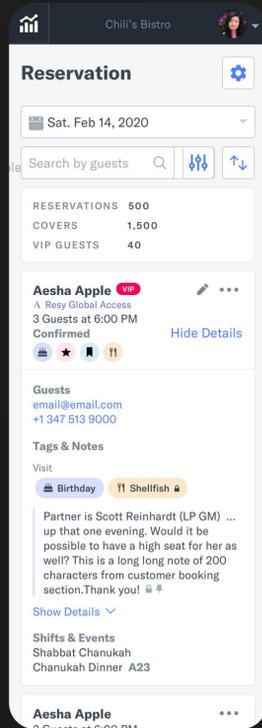
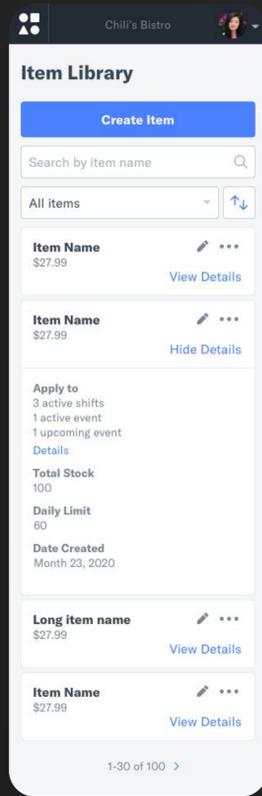
High Content Fixed Width

Long Name Truncation  
Truncate and show ellipsis if the item name doesn't fit on first row name.

Table Row Expanded

Width 768 screen

RESY OS





# Thank you

@ huesca.teresa@gmail.com

☎ +1-416-841-0117

📍 Toronto, Canada | Anywhere