



Hello, 🙌

I'm Teresa Huesca

Sr UX & Product Designer

Senior UX & Product Designer with 10+ years designing scalable digital products across banking, fintech, B2B, and loyalty platforms. Specialized in interaction design, end-to-end product experiences, design systems, and cross-functional collaboration across international teams.

Proven experience leading complex mobile and web initiatives for Scotiabank across LATAM and the Caribbean, balancing business goals, accessibility, and user needs in fast-paced agile environments.

Skilled in user flows, visual design, prototyping, usability testing, and translating complexity into intuitive, high-impact experiences.

Let's connect

📍 Toronto, Canada | Anywhere

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Key Skills

UX/UI Design Expertise

Wireframing / Prototyping

User Research & Testing

Design Thinking Methodology

Accessibility WCAG

Responsive / Mobile Designs

User Flows

Mentorship

Design Systems

Component Libraries

Workshop / Facilitation

Agile Sprints

Design Tools

Figma, Miro, Confluence,

Jira, Optimal Workshop,

UserZoom Go

AI Tools

Perplexity, ChatGTP,

Lumalabs AI,

Languages

English (Fluent)

Spanish (Native)

Experience

Sabbatical

MAY 2025 - PRESENT

- Focused on personal development, systems thinking, international travel, and continued study of human-centered and systemic innovation.

Scotiabank - Sr Product Designer (Incorporated)

MAY 2023 - MAY 2025

- Led end-to-end UX and product design initiatives for complex banking platforms across LATAM and Caribbean markets.
- Owned information architecture, user flows, interaction design, visual design, and research for data-rich mobile experiences.
- Collaborated with cross-functional teams across 5+ international markets to align business, regulatory, accessibility, and user needs.
- Facilitated leadership workshops to support future-state banking vision and product strategy.
- Translated research insights into scalable design frameworks, documentation, and actionable product decisions.
- Designed WCAG-compliant experiences using enterprise design systems in Figma.
- Partnered closely with product, engineering, and data teams to deliver high-impact end-to-end experiences in agile environments.

Diff- Agency - Sr UX Designer

MARCH 2021 - MAY 2023

- Led UX strategy, research, and experience design initiatives for multiple enterprise and digital product clients.
- Facilitated workshops and alignment sessions with stakeholders, clients, and cross-functional teams.
- Mentored junior designers and contributed to improving internal collaboration and delivery processes.
- Delivered user flows, wireframes, prototypes, and high-fidelity experiences across web and mobile platforms.

Resy - Sr UX Designer (Incorporated)

JUNE 2020 - FEB 2021

- Designed B2B booking dashboards and inventory management tools for a global restaurant platform.
- Delivered wireframes, interactive prototypes, high-fidelity interfaces, and developer handoff documentation.
- Designed complex data-heavy experiences across light and dark themes.
- Collaborated closely with product managers, designers, and engineering teams in agile delivery cycles.

IceMobile - UX Designer

NOVEMBER 2017 - MARCH 2020

- Designed loyalty and rewards experiences for large-scale retail and partner ecosystems, including Air Miles and OXXO.
- Collaborated directly with development teams in agile two-week sprint cycles to continuously improve product usability and delivery.
- Redesigned and optimized rewards catalog experiences, improving content discoverability and partner visibility.
- Established ongoing usability testing and A/B testing practices to support iterative product improvements.
- Created prototypes for in-person and remote user testing sessions.
- Partnered with distributed teams across Toronto, Monterrey, and Amsterdam to deliver scalable mobile experiences.
- Contributed to merging two internal applications into a unified, scalable platform with improved UX consistency.

Critical Mass - UX Designer

OCTOBER 2014 - JUNE 2017

- Designed digital experiences for enterprise clients including Citibank, AT&T, and Nissan across responsive web and iOS platforms.
- Delivered competitor analysis, user journeys, user flows, wireframes, and high-fidelity prototypes.
- Collaborated closely with designers, copywriters, strategists, and developers to create user-centered experiences.
- Mentored the Costa Rica team to improve UX processes and collaboration practices.

Postmedia Network Inc - UX Designer

MARCH 2014 - OCTOBER 2014

- Led information architecture for Driving.ca and additional responsive digital publishing platforms.
- Produced site maps, user flows, wireframes, process diagrams, user stories, and interactive prototypes.
- Supported the redesign of large-scale content experiences focused on usability and responsive behavior.

Courses

Common Earth - *Develop a Systemic Understanding of Climate Change*

2026

IDEO U - *Storytelling for innovation*

2023

AlterSpark - *Psychology for Digital Behavior Change*

2020

Design Sprint Academy - *Design Sprint Immersive*

2018

Design Sprint Academy - *Problem Framing*

2018

Education

Vancouver Film School - *Diploma, Digital Design*

2011, CANADA

Iberoamericana University - *Communication Degree, Specialist in Filmmaking*

2004 - 2009, MEXICO