



Hello, 🙋  
I'm Teresa Huesca  
Senior Product Designer

### Let's connect

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## ABOUT ME

I got over 12 years of experience as a UX designer in multiple industries such as banking, e-commerce and loyalty programs. I've been involved from end to end of a project, from conceptualization, facilitating workshops, ideation, creation, prototyping, delivery, and iteration. My extensive experience have allowed me to perform in-person or remote usability tests to understand the motivation behind every user's action. I like to see myself as a mediator between users, business and tech so together we can create meaningful experiences.

## EXPERIENCE

MAY 2023 - PRESENT

### Scotiabank - Sr Product Designer

- Supporting the business team to enhance the user experience in international banking services.
- Collaborating with the international team and shaping the future of banking.
- Leading the Design for a line of business.

MARCH 2021 - MAY 2023

### Diff- Agency - Sr UX Designer

- Mentored Junior UX Designers
- Enhanced the internal processes to make the design collaboration more efficient.
- Developed UX Audits, research, wireframes,, prototypes, analysis, user tests, and tree tests.
- Facilitated workshops client facing to help them create a strategy for their vision.

SEPT 2019 - PRESENT

### Teresa Huesca - UX Consultant

- Acted as UX Consultant for Green light labs, helped them to improve the UX design and user journey in their iOS and Android app.
- Created competitive reviews, usability testing, and continuously enhancing and implementing new features.
- Creating a learning platform course to help companies transition to electric vehicles.

## SKILLS

UX, UI,  
User Research,  
Usability Tests,  
Responsive design  
Mobile designs  
Mentorship,  
Wireframe,  
Prototyping.

## SOFTWARE

Figma,  
Jira,  
Confluence,  
InVision,  
Sketch,  
Optimal Workshop,  
UserZoom Go

## LANGUAGES

English  
Spanish.



## Courses

DECEMBER 2023

**IDEO U** - *Storytelling for innovation*

AUGUST 2020

**AlterSpark** - *Psychology for Digital Behavior Change*

JULY 2018

**Design Sprint Academy** - *Design Sprint Immersive and Problem Framing.*

## Education

JAN 2011 - DEC 2011, CANADA

**Vancouver Film School** -  
*Diploma, Digital Design*

AUG 2004 - DEC 2009, MEXICO

**Iberoamericana University** -  
*Communication Degree, Specialist in Filmmaking*

NOVEMBER 2017 - MARCH 2020

**IceMobile** - *UX Designer*

IceMobile specializes in Loyalty programs apps which headquarters are in Amsterdam, Netherlands.

- 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.
- Partnered with a team in Canada, Mexico, and Holland 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. Incorporated a structure to create constant user tests and refine the product together with the development team in their sprints.

OCTOBER 2014 - JUNE 2017

**Critical Mass** - *UX Designer*

- **Clients:** 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.

MARCH 2014 - OCTOBER 2014

**Postmedia Network Inc** - *Information Architect*

- Acted as the IA for the responsive website Driving.ca and other newspapers online.
- Produced site maps, wireframes, process diagrams, uses cases, user stories, scenarios, data flow diagrams and interactive prototypes.

