

Indiana Caba

Staff Product Designer

10+ years of end-to-end experience, from discovery to delivery.

I craft intuitive products that simplify complexity and drive impact, combining deep design expertise with generative and adaptive AI to accelerate research, exploration, and iteration.

CONTACT

📍 Spain (GMT +2)
🌐 www.indianacaba.me
🌐 [Linkedin](#)
✉ indianacaba@gmail.com

EDUCATION

2015 - 2010
Complutense University
BA & MA
Communication & Media Studies

SKILLS

User Experience & Design Craft

Product design UX Vibe coding
AI-integrated UX User-centered design
Design systems Curiosity

Product Strategy & Leadership

Product strategy Stakeholder alignment
Cross-functional collaboration Growth
Design thinking

Tools & Collaboration

Figma AI Miro Notion Maze Jira
Lovable Fullstory Principle Slack

RECENT EXPERIENCE

Staff Product Designer 2020 - Present

Consultant

- Led UX for B2B and SaaS products, designing scalable features that improved usability and satisfaction.
- Drove UX strategy aligned with business goals and user needs.
- Built scalable design systems for fast-growing teams.

Staff Product Designer 2021 - 2025

Process Street

- Led AI integration design, increasing Workflow adoption by **11%** and user activation by **18%** within two months.
- Designed core features like intelligent onboarding, validated with **100+ users**.
- Mentored team and drove cross-functional collaboration, accelerating delivery speed.

Senior Product Designer 2017 - 2019

Zapier

- Boosted onboarding and redesigned homepage, increasing first Zap creation by **8%** and reducing drop-off by **6%** in four weeks.
- Led design sprints, A/B tests, and contributed to design system for engagement and consistency.

Lead Product Designer 2016 - 2017

Enjoy HQ (User Testing)

- Enhanced onboarding and product search, increasing retention by **7%** and reducing insight discovery time.
- Streamlined feedback workflow and built scalable design system, boosting researcher efficiency and development speed.

Lead UX Designer 2015 - 2016

In the Window

- Managed and optimized UX, improving satisfaction and cutting time-to-market through research and market analysis.
- Advised leadership on trends to expand market reach; promoted user-first culture and collaboration via training.

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