

Indiana Caba

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Senior Product Designer

End-to-End SaaS & B2B Design ■ Activation & Growth UX ■ AI Workflow Design

Profile

I design B2B products where AI earns its place. With 10+ years at companies like Process Street and Zapier, I've shipped features that changed activation, adoption, and how teams think about automation, without making things feel clever for the sake of it.

Experience

Consultant — Senior/Staff Product Designer

Jun 2025 - Present

- Leading UX for B2B/SaaS products, delivering features that boost growth and usability
- Built and extended design systems for early-stage teams, reducing handoff friction and debt.
- Cut research-to-prototype cycles 40% using AI tools (Lovable, Claude, Midjourney)

Process Street — Staff Product Designer

Jul 2021 - Feb 2025

- Drove 11% adoption and 18% activation lift with helpful, non-intrusive AI features.
- Scaled design system across 50+ screens in Figma and Storybook, reducing handoff time.
- Shipped AI-assisted workflow creation, validated with 40+ users from research to production.
- Reduced iteration time 50% by automating research synthesis and prototyping with AI.

Zapier — Senior Product Designer

Oct 2017 - Oct 2019

- Lifted first Zap creation 8% and cut drop-off 6% by redesigning onboarding.
- Built component library, establishing reusable patterns that reduced regressions and handoff.
- Validated onboarding redesign with 50+ users, translating findings into shipped decisions.

Enjoy HQ (User Testing) — Lead Product Designer

Apr 2016 - Sep 2017

- Raised retention 7% by redesigning onboarding and search, cutting time-to-first-insight.
- Built scalable design systems and streamlined feedback workflows, improving efficiency.

— Earlier roles: Product Designer (See more)

2010 - 2016

- Designed product experiences focused on clarity, usability, and fast iteration

Education

Complutense University — BA & MA, Communication & Media Studies

2005 - 2010

Skills

Design

Interaction design UX Design systems Prototyping

Information architecture User-centered design

Tools

Claude Figma Lovable Miro Maze Principle Storybook Jira

Strategy

Product strategy Stakeholder alignment Cross-functional collaboration

Growth Design thinking