Indiana Caba

Staff Product Designer

+12 years of experience.
I am passionate about transforming intricate ideas into user-friendly products through data-driven decisions.

Email
indianacaba@gmail.com

Website
https://www.indianacaba.me

Linkedin
indiana-caba

Tools

Figma
UI Design, prototyping

Maze
Product research

Notion
Project management + documentation

Education

Complutense University

Communication & Media Studies
Master's degree
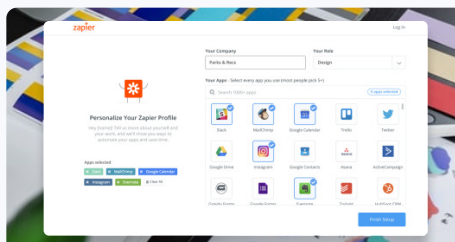2009 – 2010

Bachelor's degree
2005 – 2009

Other Interests

- Nature
- Reading
- Solving problems
- Drawing
- Coffee
- Climbing

Experience

Staff Product Designer Process Street	Jul 2021 – Present	Remote
Lead Product Designer Consultant	Nov 2020 – Aug 2021	Remote
Product Designer Zapier	Oct 2017 – Aug 2019	Remote
Lead Product Designer Enjoy HQ *(acquired by UserTesting)*	Apr 2016 – Sept 2017	Hybrid (London, UK)
Lead UX Designer Evrythng	May 2015 – Apr 2016	London, UK

See more

Latest projects

Zapier onboarding

As part of the Activation Team, I was responsible for creating customized paths to help Zapier users achieve success.

🔗 Check it out

Search redesign

Redesign search to accommodate complex queries and user segmentation.

🔗 Check it out

Skills

Design

Product Design	Design thinking	Product strategy	• Wireframing • Prototyping • Testing	Design System

Research

User experience	Data Analysis	Competitive analysis	User feedback