Indiana Caba

Staff Product Designer

With 14 years of experience in SaaS product design, including 8 years in remote teams, I specialize in transforming complex problems into seamless, user-centric solutions.

I lead teams in data-driven decision-making, leveraging research and experimentation to build intuitive digital products.

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

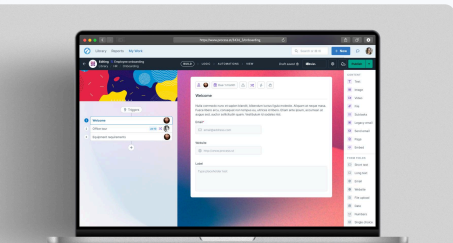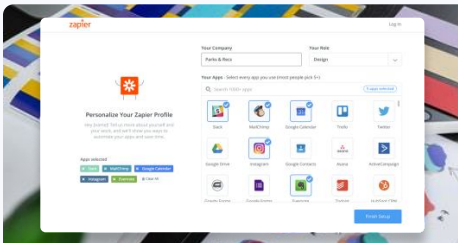|		
Lead Product Designer Consultant	Nov 2020 – present	Remote
Staff Product Designer Process Street	Jul 2021 – Jan 2025	Remote
Senior Product Designer Zapier	Oct 2017 – Aug 2019	Remote
Lead Product Designer Enjoy HQ *(acquired by UserTesting)*	Apr 2016 – Sept 2017	Hybrid (London, UK)
Lead UX Designer Evrythng	May 2015 – Apr 2016	London, UK

See more

Latest projects

PROCESS STREET
Optimizing Workflows

Introduced AI and reimagined the Workflows experience to streamline complexity and enhance discoverability, leading to a 6% rise in adoption.

Check it out

ZAPIER
Onboarding Redesign

Crafted a strategic approach to reimagine tailored onboarding experiences, driving a 3% lift in first-time Zap creation.

Check it out

Skills

Design	Product design	Wireframing	Prototyping	Design system	Accessibility
Strategy	Design thinking	Product strategy	User-Centered design	Stakeholder management	
Research	User testing	Data analysis	Research repositories	Competitive analysis	