Indiana Caba

Staff Product Designer

10+ years leading full-cycle design in SaaS and B2B companies. Proven success in driving product strategy, scaling design systems, mentoring teams, and aligning user needs with business goals. Skilled in Figma, AI, user research, interaction design, and cross-functional collaboration.

AI & product design
Design systems governance
Prompt engineering
User research at scale
SaaS + B2B UX
Cross-functional leadership

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Portfolio
https://www.indianacaba.me

Linkedin
indiana-caba

Skills

Core
Product strategy, UX/UI design, design thinking, user-centered design, cross-functional leadership.

Tools
Figma, Miro, Maze, Notion, Jira, Slack, Principle, vibe coding.

Specialized expertise
AI-integrated UX, prompt design, design systems at scale, onboarding flows, stakeholder alignment.

Education

Complutense University of Madrid

Communication & Media Studies
Master's degree
2009 – 2010

Bachelor's degree
2005 – 2009

Recent experience

Staff Product Designer — 2021 – 2025 · Remote
Process Street
- Led AI integration and human-AI interaction design, improving Workflow adoption by 11%.
- Created AI-driven onboarding, boosting user activation by 18%.
- Designed core features including intelligent onboarding and AI-driven decision support, validated through research with 100+ users.
- Mentored team and led cross-functional strategy, improving delivery speed.

Staff Product Designer — 2020 – present · Remote
Consultant
- Designed AI-powered features and onboarding flows for B2B and SaaS products.
- Led UX strategy aligned with business goals and user needs.
- Built scalable design systems for fast-growing teams.
- Advised startups on product design and go-to-market strategy.

Senior Product Designer — 2017 – 2019 · Remote
Zapier
- Improved onboarding, increasing first Zap creation by 8% and reducing drop-off by 6%.
- Led rapid design sprints and A/B tests to boost engagement.
- Redesigned Zapier homepage to drive adoption.
- Collaborated on design system for consistency.

Lead Product Designer — 2016 – 2017 · Hybrid (London, UK)
Enjoy HQ *(acquired by UserTesting)*
- Improved onboarding, increasing retention by 7%.
- Enhanced product search, cutting insight discovery time.
- Streamlined feedback workflow, boosting researcher efficiency.
- Built scalable design system, reducing inconsistencies and speeding development.

Lead UX Designer — 2015 – 2016 · London, UK
Evrythng
- Managed and optimized UX, boosting user satisfaction.
- Led discovery with research and market analysis, cutting time-to-market.
- Advised leadership on trends, expanding market reach.
- Promoted user-first culture and cross-team collaboration through training.

See more

Latest projects

PROCESS STREET
Optimizing Workflows
Introduced AI and redesigned Workflows, boosting adoption by 11%.

ZAPIER
Onboarding Redesign
Boosting first-time Zap creation by 8%.