


# 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 leveraging AI-driven tools alongside Figma, user research, interaction design, and cross-functional collaboration to create innovative, data-informed design solutions.

 Location


Spain (GMT+2)

 Email

indianacaba@gmail.com

 Portfolio

<https://www.indianacaba.me>

 LinkedIn

[indiana-caba](#)

### Skills

**Core**

UX/UI design · Design thinking · AI · User-centered design · Product strategy · Cross-functional collaboration · Curiosity

**Tools**

Figma · Miro · Notion · Maze · Jira · Principle · Slack · Lovable

**Specialized expertise**

AI-integrated UX · Scalable design systems · Onboarding/growth · Stakeholder alignment · vibe coding


### Education

 Complutense University of Madrid

**Communication & Media Studies**  
Master's degree  
2009 – 2010

**Bachelor's degree**  
2005 – 2009

## Recent experience




Staff Product Designer

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.

2021 – 2025

Remote




Staff Product Designer

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.

2020 – present

Remote




Senior Product Designer

Zapier

- Improved 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.

2017 – 2019

Remote




Lead Product Designer

Enjoy HQ (acquired by UserTesting)

- Improved 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.

2016 – 2017

Hybrid (London, UK)



Lead UX Designer

Evrythng

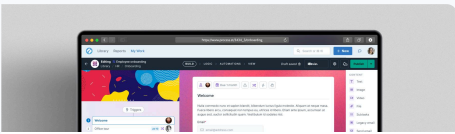
- Managed and optimized UX, improving satisfaction and cutting time-to-market through research and market analysis.
- Advised leadership on trends to expand market reach; promoted user-first culture and collaboration via training.

2015 – 2016

London, UK

[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%.