

Indiana Caba

SENIOR UX & PRODUCT DESIGNER

Always driven by data and curiosity. 8 years of industry experience.

I love challenges, taking something that seems incomprehensible through the necessary steps to make it into a usable and delightful product. I'm passionate about being the UX champion in any project or product in which I collaborate!

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EXPERIENCE

- Zapier**
October 2017 - present
(Planet Earth)
Product Designer
As part of the Growth Team, I help create targeted paths that help Zapier users succeed. This involves developing delightful user experiences, rapid experimentation and data based design, and creating user interfaces that solve users pain points.
- NomNom**
April 2016 - Sept 2017
(Planet Earth)
Senior Product Designer
I build experiences for NomNom users (*in-app and brand*) owning all the user experience and design across the product. Also I champion through education and advocacy a user first culture inside the company.
- Evrythng**
May 2015 - April 2016
(London, UK)
Lead UX Designer
I owned, managed and optimised the user experience across their product and services. I also led product discovery & development through user research and market analysis., providing guidance on changes in the industry which may impact business choices.
- In the Window**
Nov 2014 - April 2015
(London, UK)
Lead UX Designer
I executed, led, and managed the company UX design efforts and operations, which included design strategy, user research, concept development, user experience design, among other related tasks. In addition I managed the design team and drove the product roadmap.
- Mintel**
Oct 2013 - Nov 2014
(London, UK)
Senior UX Designer
I led the UX efforts of the company's flag product GNPD used by top manufactures worldwide and other Mintel products.
- Galvanize Digital**
June 2013 - Sept 2013
(London, UK)
Senior UX & Product Designer
UX consultancy (*IA, research, sitemaps, personas, userflows...*), product design and multi-devices interaction & responsive design (web, tablet and mobile). I helped clients as Discovery Channel, TLC and DMAX.
- Feb 2011 - May 2013
(Groningen, Netherlands)
UX Consultant & Product Designer
UX consultancy, product design, mentoring and prototyping for international startups, agencies and B2B/B2C companies like Import IO, LBi, Bupa, Rumbo and Initio.
- Initio**
May 2011 - Dec 2011
(Groningen, Netherlands)
UX Consultant & Product Designer
User research, information architecture, product design and prototyping (pen & paper, CSS, HTML, Javascript) for several projects.
- Rumbo**
March 2010 - Feb 2011
(Madrid, Spain)
UX & Product Designer
UX consultancy, product design, prototyping and CMS implementations.
- Telemadrid**
March 2009 - Oct 2009
(Madrid, Spain)
Creative Digital Designer
Product design and development for Telemadrid website and several microsites, global UX research and Product design.
- TSMW**
May 2003 - April 2006
(Madrid, Spain)
Digital Designer
Product design, UX research, art direction and front-end development.

LANGUAGES

Spanish: native
English: full proficiency
Dutch: intermediate
Portuguese: elementary

EXPERTISE

Product Design	● ● ● ● ●
User Research	● ● ● ● ●
IA	● ● ● ● ●
Coffee consumption	● ● ● ● ●
Prototyping	● ● ● ● ●
User testing	● ● ● ● ●
Analytics	● ● ● ● ●

TOOLS

Pen & paper	● ● ● ● ●
Sketch	● ● ● ● ●
Invision/Framer	● ● ● ● ●
Adobe CC	● ● ● ● ●
HTML/CSS/JS	● ● ● ● ●
Analytics	● ● ● ● ●
O'Reilly books	● ● ● ● ●

INTERESTS

I love data-based decisions, user-first culture, design, disruptive ideas, doodling, dogs, coffee, photography, adventures, DIY, videogames and solving difficult problems.

EDUCATION

- Master's degree**
2009 - 2010
(Madrid, Spain)
Communication & Media Studies
Complutense University
- Bachelor's degree**
2005 - 2009
(Madrid, Spain)