

# Indiana Caba

## SENIOR PRODUCT DESIGNER

Always driven by data and curiosity. 12 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 user champion in any project or product in which I collaborate!

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## EXPERIENCE

### Consultant

Nov 2020 - present  
(Remote)

### Senior Product Designer

Product Design + UX consultancy and mentoring for both B2B and B2C companies.

### Zapier

Oct 2019 - Aug 2019  
(Remote)

### Senior Product Designer

As part of the Activation Team, I helped create targeted paths that help Zapier users onboard and succeed. This involved developing delightful user experiences, rapid experimentation and data based design, while creating user interfaces that solve users pain points.

### NomNom

April 2016 - Sept 2017  
(Remote)

### Senior Product Designer

I built experiences for NomNom users (*in-app and brand*) owning all the user experience and design across the product. Also I championed 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

User experience research (*IA, sitemaps, personas, userflows...*), product design and multi-devices interaction & responsive design (web, tablet and mobile). I helped clients as Discovery Channel, TLC and DMAX.

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Feb 2011 - May 2013  
(Groningen, Netherlands)

### UX Consultant & Product Designer

UX consultancy, product design 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 & 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, product design, prototyping and CMS implementations.

### Telemadrid

March 2003 - Oct 2009  
(Madrid, Spain)

### Creative Digital Designer

Product design and development for Telemadrid website and several microsites, global UX research and Product design.

## EDUCATION

### Master's degree

2009 - 2010  
(Madrid, Spain)

### Communication & Media Studies

Complutense University

### Bachelor's degree

2005 - 2009  
(Madrid, Spain)

## LANGUAGES

Spanish: native

English: full proficiency

Dutch: intermediate

Portuguese: elementary

## EXPERTISE

Product Design



User Research



Design thinking



Coffee consumption



Prototyping



User testing



Analytics



## TOOLS

Pen & paper



Figma



Research



Front-end



Analytics



Creativity



## INTERESTS

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