

# Indiana Caba

## Senior UX & Product Designer

Always driven by data and curiosity, I have more than 8 years of 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!

[www.nolloresmiquerida.com](http://www.nolloresmiquerida.com)

[indianacaba@gmail.com](mailto:indianacaba@gmail.com)

[linkedin](#)

[@birdamongbirds](#)

+34 644 76 50 23

## EXPERIENCE

### NomNom

April 2016 - present  
(Remote)

#### Senior Product designer

I build remarkable 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. Also I 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. Main responsibilities:

- Carry out research including personas, user flows and goals.
- Utilise web analytics, consumer insights, market research, and proven user-center design principles in the creation of user interface designs.
- Communicate with technical teams to ensure the most efficient user experience is created, always in an Agile environment.

### 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, mobile, app's)  
I helped clients as Discovery Channel, TLC, DMAX and Rest&More

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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, IA 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

User research



IA



Product Design



Coffee consumption



Prototyping



User testing



Analytics



## TOOLS

Pen & paper



Sketch



Axure/Invision/Marvel



Adobe CC



HTML/CSS/JS



Analytics



O'Reilly books



## INTERESTS

I love data, user-first culture, disruptive ideas, doodling, dogs, design, 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)