Caleb Spase

EMAIL: CALEBSPASE@GMAIL.COM
PORTFOLIO: SPASEBASE.WEBFLOW.IO
EXPERIENCE: 10 YEARS
DOMICILE: UNITED STATES

Product Designer with experience leading system-level, AI-driven, and global commerce experiences across Apple, Meta, and Oura. Most recently partnered with Oura on strategic UX and problem framing, and previously designed AI-powered sales agents across Meta's family of apps as well as end-to-end experiences for AI glasses vending machine rollouts. Spent five years at Apple scaling Apple.com and Apple Vision Pro commerce across 11 countries. US-domiciled and experienced working remotely with distributed teams across US and EU time zones.

Meta Staff Product Designer, NOV 2025 - PRESENT

1) Owned end-to-end UX design (discovery and purchase) for Meta AI glasses via Meta-branded vending machines.
2) Defined the UX strategy for an AI Sales Agent, utilizing the model behind Meta AI; deployed across Meta's apps.
3) Drove rapid prototyping and iteration using Meta AI brand systems and motion principles, accelerating decision-making.
4) Owned UX design for Meta Ray-Ban Display demo scheduler, aligning with stakeholders to deliver a cohesive solution.
5) Established reusable component libraries for testing purposes, enabling long-term velocity and consistent quality.

Oura Ring Senior Product Designer, JUN 2025 - NOV 2025

1) Designed upper funnel UX for emerging and mature markets, boosting first-time conversion and improving member access.
2) Led end-to-end UX for monetization and upsell flows, including contextual add-ons, bundles, and accessories.
3) Built scalable growth-based AI testing and journey-mapping frameworks to validate awareness triggers and in-app guidance.
4) Conducted competitive audits, translating insights into IA, pricing, and content strategy aligned with long-term growth.
5) Led design system initiatives to unify web components, patterns, and page templates across design and development.

Apple Senior Product Designer, APR 2020 - JUN 2025

1) Drove strategic frameworks and user-centered experiences for apple.com, shaping how millions of customers engage online.
2) Increased user engagement by defining new measurement approaches and unlocking deeper behavioral insights.
3) Built high-fidelity, web-based interactive prototypes to capture qualitative user feedback and inform product decisions.
4) Authored detailed functional specifications enabling teams to consistently design and scale similar customer experiences.
5) Analyzed large-scale behavioral data across Apple's e-commerce ecosystem to identify patterns, opportunities, and gaps.

Publicis Sapient Senior Product Designer, FEB 2020 - APR 2020

1) Partnered with clients and stakeholders to define product vision, success metrics, and roadmaps grounded in user needs.
2) Built coded prototypes and production-ready components for faster collaboration cycles and reducing delivery risk.

Guidehouse Senior Product Designer, MAR 2019 - FEB 2020

1) Led design vision for data visualization products, translating raw data into actionable insights.
2) Designed interactive dashboards for multi-user and enterprise-level data platforms.
3) Coded parts of the Ui including grid structures, core components, and utilizing design tokens.
4) Created a core design system for other designers to utilize and adapt over time.

S R _ Sapient Razorfish Senior Designer, JAN 2019 - MAR 2019

1) Translated design into functioning and responsive web based prototypes.
2) Built robust design systems that were used at scale across multiple sister companies.

Sapient Nitro Designer, MAR 2017 - JAN 2019

1) Bridged design and development to prototype products for fintech and insurance client in a staff augmented approach.
2) Worked with fast-paced agile and SAFE methodologies, adapting to shifting client needs and overall product direction.
3) Created design systems ensuring consistency across cross-platform prototypes and MVPs.

Texas State University Bachelor of Fine Arts, AUG 2012 - DEC 2016

1) Studied Communication Design with an emphasis on product design and front-end development.
2) Contracted as a UX designer during undergrad, owning mobile app experience design for Filld (on-demand gas delivery).