

# Caleb Spase

**Email:** calebspase@gmail.com

**Portfolio:** spasebase.webflow.io

**Experience:** 10 Years

**Domicile:** United States

**Summary:** 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

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

## Oura Ring, Senior Product Designer, Jun 2025 - Nov 2025

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

## Apple, Senior Product Designer, Apr 2020 - Jun 2025

**Description:** Drove strategic frameworks and user-centered experiences for apple.com, shaping how millions of customers engage online. Increased user engagement by defining new measurement approaches and unlocking deeper behavioral insights. Built high-fidelity, web-based interactive prototypes to capture qualitative user feedback and inform product decisions. Authored detailed functional specifications enabling teams to consistently design and scale similar customer experiences. 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

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

## Guidehouse, Senior Product Designer, Mar 2019 - Feb 2020

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

## Sapient Razorfish, Senior Designer, Jan 2019 - Mar 2019

**Description:** Translated design into functioning and responsive web based prototypes. Built robust design systems that were used at scale across multiple sister companies.

## Sapient Nitro, Designer, Mar 2017 - Jan 2019

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

## Texas State University, Bachelor of Fine Arts, Aug 2012 - Dec 2016

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