

Mica Charise Tingcang

UI/UX and Product Designer

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Summary

UI/UX and product designer with 6+ years designing Shopify stores, landing pages, and product pages for DTC and lead-gen brands, with A/B testing and CRO built into the work. Turns GA4 and heatmap data into designs, then tests them. Psychology graduate (Magna Cum Laude) and licensed psychometrician who applies behavioral science to how people decide.

Experience

UI/UX Designer and Marketing Lead, Next Click Partners

May 2022 - Present

- Lead UI/UX and conversion strategy for 6 consumer web properties (housing, public benefits, employment, unclaimed assets), from research and wireframes to Figma prototypes and developer handoff.
- Redesigned the GetSection8 mobile landing page (cut low-engagement sections, form visible on load, benefit bullets, testimonial), lifting conversion rate 12.39% in a two-week A/B test (Apr - May 2026).
- Design for senior and low-digital-literacy users with larger type, shorter forms, and ARIA markup, auditing pages against user personas before launch.
- Maintain multi-brand Figma design systems, manage a team of copywriters, and present test results to stakeholders.

UI/UX Designer, Freak Athlete (DTC fitness equipment)

Nov 2024 - Sep 2026

- Designed and built 13 Shopify landing pages in Figma and Replo, including the Founder Page V2 redesign, which served 326K visitors while matching the original page's conversion rate.
- Built the brand's Figma component library and design guidelines, standardizing UI across site, email, and campaigns.
- Designed UI and a design system for a companion mobile app for a connected strength-training device, from user flows to final UI.
- Designed variants for a 19+ test Intelligems A/B program led by the marketing lead (PDP layout, pricing, founder pages; up to 152K visitors per test).
- Led brand identity, packaging, and Shopify design for a women's supplement sub-brand, from persona research to a launch-ready homepage, PDP, and advertorial.

Freelance UI/UX and Shopify Designer, MT Design Co.

Feb 2020 - Nov 2023

- Raised Printave.ph's conversion rate from 0.51% to 1.14% (+124%) through a rebrand-led storefront redesign, app audit, and site speed fixes.
- Ran usability audits and built personas and user flows to guide redesigns; designed Klaviyo email campaigns.

Selected project

Ledger for Two, Product Designer and Developer, personal project

Oct 2026

- Designed and shipped an end-to-end encrypted household finance PWA (JavaScript, Supabase, Cloudflare Workers) with on-device receipt OCR and multi-device sync, using AI-assisted development.

Skills

Product design: User research, Usability testing, Personas, User flows, Information architecture, Wireframing, Prototyping, Design systems, Component libraries, Mobile app design, Responsive and mobile-first design, Accessibility (WCAG, ARIA)

Experimentation: A/B testing, Conversion rate optimization, Product page (PDP) optimization, Heatmap and session analysis, Landing page optimization

Tools and build: Figma, Framer, Replo, Shopify, Intelligems, Microsoft Clarity, Google Analytics 4, Adobe Photoshop, Adobe Illustrator, HTML, CSS, Liquid, AI-assisted prototyping (Claude Code)

Education

BS Psychology, Magna Cum Laude

Western Mindanao State University, 2015 - 2019

Dean's Lister 2016 - 2019; President, WMSU Psychology Society
2018 - 2019

Certifications

Registered Psychometrician, Professional Regulation
Commission, 2019 (Board Exam Topnotcher)

A/B Testing Foundations, CXL, 2024

Landing Page Optimization, CXL, 2024