Michelly Sugui (Mica)
Product Designer

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Location
Brazil (BRT, UTC-3)

Product designer focused on turning early ideas into distinctive, well-crafted products. I work closely with engineers across interaction design and mobile interfaces.

Nov 2022 – Mar 2026
Leather / Remote
↳ Senior Product Designer
Leather is a self-custody Bitcoin and Stacks wallet built for the Stacks ecosystem. As the founding designer, I led the rebrand from Hiro Wallet to Leather with Porto Rocha, helped build the design system, and expanded the product beyond the browser extension into mobile and web.

May 2021 – Sep 2022
Pitch / Remote
↳ Senior Product Designer
Responsible for design on the team that brought Presentation Analytics to Pitch, with this release, now creators have a powerful way to know if their deck made an impact. Besides that, we also collaborated on the redesign of all the paywalls in the product, accounting for more visibility/education on the value of the Pro package, which increased paid conversions.

Feb 2018 – Mar 2021
Bird (MessageBird) / NL
↳ Associate Staff Designer, Inbox
↳ Senior Product Designer, Inbox
↳ Product Designer
Inbox is a customer service platform that brings messaging apps, SMS, voice and email into a single workspace. As lead designer, I helped shape the product from early market research and user interviews through prototyping, testing with support teams, and its external launch.

Nov 2015 – Dec 2017
Usabilla / NL
↳ Digital & Product Designer
↳ Visual Designer