mel firing

product & visual design

hi there, it's me mel!

I turn abstract, technical ideas into things people understand and trust. Give me a problem nobody's drawn yet and I'll work out the rules, build what holds it together from interface and illustration to prototype and motion. I've mostly done this as the only designer in the room, or one of three. Thirty years of fine art practice underneath all of it.

EXPERIENCE

Sanofi

june 2025 — present

product designer & art direction

- Designed the system that took the app from ~20 behavior-change missions to ~200 in four months: one fixed spine, swappable modules, ~55 modules
- Illustrated 600+ images across 140+ missions, then turned the style into a standard a team of three could follow
- Took on the product's visual language with no style guide: the direction came from an agency and successive designers couldn't extend it. Reverse-engineered the system and kept its playful register without falling into health-tech defaults
- Set the app's motion standard in practice and present a polished prototype at every design review

Hidden Door

september 2022 — may 2024

product designer

- The sole product designer: owned the UI, flows and prototyping, working with a game designer and an art director
- Designed what happened when safety systems blocked a generation (the player mid-scene, friends waiting, and the honest answer being no)
- Owned the multiplayer model: turn order, what a shared world does when a party splits, how a player who vanished for a day gets folded back in without the others replaying their night

Asylum Ink

2024 — 2025

tattoo artist

- Translated clients' vague ideas into custom designs under permanent, one-shot stakes
- Built trust fast with people making a literally irreversible decision

CanWe

november 2021 — august 2022

product designer

- Redesigned the Together Experience, a two-phone date feature, and shipped it; animating one skipped screen took it from 4 of 5 testers skipping it to 5 of 5 stopping to read
- Built and maintained the design system from scratch, and owned developer handoff with annotated files across timezones.

DETAILS

portfolio

linkedin

yobochua@gmail.com

SKILLS

Product Design · Art direction · Visual Identity & design systems · Illustration · Figma · Interaction & motion design · AI-assisted design (Claude Code) · Google Slides · Procreate · Adobe Photoshop & Illustrator

EDUCATION

MFA, Experimental Fine Art
Trondheim Academy of Fine Art (KiT), NTNU — Norway
2014 — 2016

BFA, Fine Art
UC Santa Cruz
2009 — 2013