SHINJI PONS

[Email](#) | [Portfolio](#) | [LinkedIn](#) | [GitHub](#) | [Bento](#)

Toulouse, France

SUMMARY

I'm a results-driven product designer with **10 years of experience** designing complex desktop software applications for creative professionals in the automotive, video game and animation industries.

SKILLS

Expertise: Product Design | UI Design | UX Design | 3D Modeling (NURBS and SubDs)
Software: Figma | Blender | Autodesk Alias
Programming: HTML | CSS | Sass | JavaScript | Python | GitHub

EDUCATION

London College of Communication *June 2014*
Bachelof of Arts | *Graphic & Media Design, First Class Honours* *London, United Kingdom*

LANGUAGES

English: Native level
French: Native level

EXPERIENCE

Senior Product Designer | *Ragdoll Dynamics* *June 2023 - May 2024*
Designing a desktop application from scratch for character animation *Toulouse, France*

- Designed a new desktop application and created a **design system** in Figma to support the developers.
- Created a **design system from scratch** in Figma to reduce friction with engineers for delivery.
- Prototyped interface elements using ImGui via JavaScript to test the Figma design system in production.

Senior Experience Designer | *Electronic Arts* *January 2022 - May 2023*
Worked on improving tools and systems for the Frostbite game engine *Guildford, UK*

- Shaped future character creation workflows for AAA titles including **Skate**, **EA FC** and **UFC**.
- Focused on character workflows for EA Sports & Racing titles, optimizing **runtime deformation** and **mass loading of character assets** in real-time.

Senior Product Designer | *The LEGO Group* *May 2019 - December 2021*
Collaborated on LDD Pro, the in-house 3D CAD LEGO application *Billund, Denmark*

- Led design by leveraging LEGO brick data such as **connectivity**, **manufacturing cost** and **collisions**.
- Reduced repetitive task time by **up to 90%** through redesigning essential tools.
- Contributed to building a digital pipeline from concept to marketing for **70%** of new LEGO products.

Experience Designer | *Autodesk* *June 2017 - May 2019*
Collaborated on Alias, the leading 3D software for automotive surface modeling *Hanover, Germany*

- Led design for **fast concept modelling** using subdivision tools and **computational design** in Alias.
- Conducted workshops with 60+ professional users from top automotive studios like **Volvo** and **Toyota**.
- Delivered tools that allowed customers to reach presentation stage for concept cars **three times faster**.

Visual Experience Designer | *Thomson Reuters* *April 2016 - April 2017*
Advanced Innovation Team *London, UK*

- Designed prototypes and features using **natural language processing** to automate risk detection.

User Experience Designer | *Microsoft* *February 2015 - November 2015*
Windows Devices Branded Experiences Team *London, UK*

- Created interactive experiences in public spaces to raise awareness of the Windows Devices brand.