

Shinji Pons - Senior Product Designer

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Links

| | |
|-----------|---|
| Portfolio | https://shinjipons.com |
| Linkedin | https://linkedin.com/in/shinjipons/ |
| Github | https://github.com/shinjipons/ |
| Layers | https://layers.to/shinjipons |

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.

Areas of Expertise

| | | |
|----------------|----------------|------------|
| Product Design | Figma | Python |
| UI/UX Design | Blender | JavaScript |
| Wireframing | Autodesk Alias | HTML/CSS |
| Prototyping | 3D Modelling | |

Employment History

| | | |
|---------------------|--|----------------------------------|
| Jun 2023 - May 2024 | Senior Product Designer at Ragdoll Dynamics | Toulouse, France |
| | <ul style="list-style-type: none">Sole designer at an early-stage company revolutionizing 3D character animation through rigid body simulation.Designed a new standalone desktop application and created a comprehensive design system from the ground up.Contributed to the testing and release of the Ragdoll Dynamics for Blender add-on.Prototyped interface elements using ImGui integrated via JavaScript.Improved customer processes by adopting Attio, enhancing communication and customer relationship management. | |
| Jan 2021 - May 2023 | Senior Experience Designer at Electronic Arts | Guildford, United Kingdom |
| | <ul style="list-style-type: none">Enhanced tools and workflows for over 5000 professionals using Frostbite, EA's proprietary game engine.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. | |
| May 2019 - Dec 2021 | Senior Product Designer at The LEGO Group | Billund, Denmark |
| | <ul style="list-style-type: none">Modernized LEGO Digital Designer Pro, the in-house 3D CAD-like modeller.Led design experience leveraging brick data for improved connectivity, pricing, and collision detection.Reduced repetitive task time by up to 90% through redesigning essential tools.Built a fully digital pipeline from concept to marketing for 70% of new LEGO products. | |

Employment History (continued)

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|---------------------|---|-------------------------------|
| Jun 2017 - May 2019 | Experience Designer at Autodesk | Hanover, Germany |
| | <ul style="list-style-type: none">• Directed design for fast concept modelling and computational design in Alias, the leading 3D CAD software.• Led design of subdivision modelling features in Alias 2020.• Conducted user testing workshops with over 60 professional users from top automotive studios like Volvo and Toyota.• Delivered tools that sped up concept design finalization by 60%. | |
| Apr 2016 - Apr 2017 | Experience Designer at Thomson Reuters | London, United Kingdom |
| | <ul style="list-style-type: none">• Designed prototypes and features using natural language processing to automate risk detection in the World-Check Risk Intelligence product. | |
| Feb 2015 - Nov 2015 | User Experience Designer at Microsoft | London, United Kingdom |
| | <ul style="list-style-type: none">• Created interactive experiences in public spaces to raise awareness of the Windows Devices brand. | |
| Dec 2014 - Feb 2015 | User Interface Designer at Style.com | London, United Kingdom |
| | <ul style="list-style-type: none">• Designed branding and user interface elements for a fashion, travel, and luxury content and e-commerce platform. | |

Education

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|-------------|--|-------------------------------|
| 2010 - 2014 | London College of Communication | London, United Kingdom |
| | Bachelor of Arts, Graphic & Media Design (First Class Honours) | |

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|------------------|----------------|--------------------|
| Languages | French | Native proficiency |
| | English | Native proficiency |

Internships

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|---------------------|--|-------------------------------|
| Sep 2014 - Dec 2014 | Graphic Design Intern at Barnbrook | London, United Kingdom |
| | <ul style="list-style-type: none">• Designed, laid out, and art-worked for clients including Art Basel and David Bowie. | |
| Oct 2012 - Jan 2013 | Graphic Design Intern at Ateliers Jean Nouvel | Paris, France |
| | <ul style="list-style-type: none">• Designed icon and typographic signage systems for the Louvre Abu Dhabi (in French, English, and Arabic). | |