

# Shinji Pons, Senior Product Designer

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## Links

Portfolio	<a href="https://shinjipons.com">https://shinjipons.com</a>
Linkedin	<a href="https://linkedin.com/in/shinjipons/">https://linkedin.com/in/shinjipons/</a>
Github	<a href="https://github.com/shinjipons/">https://github.com/shinjipons/</a>
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## 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	<b>Senior Product Designer at Ragdoll Dynamics</b>	<b>Toulouse, France</b>
	<ul style="list-style-type: none"><li>Sole designer at an early-stage company revolutionizing 3D character animation through rigid body simulation.</li><li>Designed a new standalone desktop application and created a comprehensive design system from the ground up.</li><li>Contributed to the testing and release of the Ragdoll Dynamics for Blender add-on.</li><li>Prototyped interface elements using ImGui integrated via JavaScript.</li><li>Improved customer processes by adopting Attio, enhancing communication and customer relationship management.</li></ul>	
Jan 2021 - May 2023	<b>Senior Experience Designer at Electronic Arts</b>	<b>Guildford, United Kingdom</b>
	<ul style="list-style-type: none"><li>Enhanced tools and workflows for over 5000 professionals using Frostbite, EA's proprietary game engine.</li><li>Shaped future character creation workflows for AAA titles including Skate, EA FC, and UFC.</li><li>Focused on character workflows for EA Sports &amp; Racing titles, optimizing runtime deformation and mass loading of character assets.</li></ul>	
May 2019 - Dec 2021	<b>Senior Product Designer at The LEGO Group</b>	<b>Billund, Denmark</b>
	<ul style="list-style-type: none"><li>Modernized LEGO Digital Designer Pro, the in-house 3D CAD-like modeller.</li><li>Led design experience leveraging brick data for improved connectivity, pricing, and collision detection.</li><li>Reduced repetitive task time by up to 90% through redesigning essential tools.</li><li>Built a fully digital pipeline from concept to marketing for 70% of new LEGO products.</li></ul>	

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## Employment History (continued)

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

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## Education

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

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<b>Languages</b>	<b>French</b>	Native speaker
	<b>English</b>	Native speaker

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## Internships

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