

SHINJI PONS | SR. PRODUCT DESIGNER

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BUDAPEST, HUNGARY

SUMMARY

I'm a results-driven product designer with **12 years of experience** designing B2B desktop software applications for professionals in the automotive, video game and animation industries.

SKILLS

Expertise: Product Design | UI Design | UX Design | 3D Modeling

Software: Figma | Blender | Autodesk Alias

Programming: HTML | CSS | JavaScript | Python

EDUCATION

London College of Communication

Bachelor of Arts | *Graphic & Media Design, First Class Honours*

June 2014

London, United Kingdom

RELEVANT EXPERIENCE

Senior Product Designer | Formlabs

The best 3D printers in the world

June 2025 - Present

Budapest, Hungary

- Designed PreForm from version 3.51 onwards.

Freelance Product Designer | Modyfi

2D Motion graphics web platform

October 2024 - December 2024

Toulouse, France

- Designed a framework for Modyfi to help with user retention through in-app education.

Senior Product Designer | Ragdoll Dynamics

3D character animation software

June 2023 - May 2024

Toulouse, France

- Designed a new desktop experience for Ragdoll to lower the barrier of entry for new users.

- Created a **design system from scratch** in Figma to reduce friction with engineers for delivery.

Senior Experience Designer | Electronic Arts

Worked on Frostbite, EA's in-house game engine

January 2022 - May 2023

Guildford, UK

- Shaped character creation workflows** for AAA titles such as Skate, EA FC and UFC.

- Designed and optimized tooling for real-time **deformation** and **loading of character assets**.

Senior Product Designer | The LEGO Group

Collaborated on LDD Pro, the in-house 3D CAD LEGO application

May 2019 - December 2021

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

Collaborated on Alias, the leading 3D software for automotive surface modeling

June 2017 - May 2019

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**.

User Experience Designer | Microsoft

Windows Devices Branded Experiences Team

February 2015 - November 2015

London, UK

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