# 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 | Jira | Midjourney

Programming: HTML | CSS | JavaScript | Python

### **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.