

# 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

June 2014

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

London, United Kingdom

## RELEVANT EXPERIENCE

Senior Product Designer | *Formlabs*

June 2025 - Present

*The best 3D printers in the world*

Budapest, Hungary

- Designed PreForm from version 3.51 onwards.

Freelance Product Designer | *Modyfi*

October 2024 - December 2024

*2D Motion graphics web platform*

Toulouse, France

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

Senior Product Designer | *Ragdoll Dynamics*

June 2023 - May 2024

*3D character animation software*

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*

January 2022 - May 2023

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

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*

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**.

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.