

SHINJI PONS | SENIOR PRODUCT DESIGNER

WWW.SHINJIPONS.COM • RESUME@SHINJIPONS.COM • LINKEDIN.COM/IN/SHINJIPONS/

BUDAPEST, HUNGARY

SUMMARY

Senior product designer who builds tools for the people who build everything else: engineers, animators, industrial designers. 12 years across Autodesk, LEGO, EA, Shapr3D, and Formlabs turning dense 3D workflows into desktop, web, and mobile interfaces worth using. Currently designing at the intersection of 3D tooling and AI-assisted design.

SKILLS

Expertise: Professional Tool UX • 3D Workflow Design • Desktop & Mobile Tooling • Design Systems

AI-Enabled Design: Cursor • Claude Code

Software: Figma • Blender • Plasticity • Autodesk Alias

Programming: HTML • CSS • JavaScript

EXPERIENCE

Senior Product Designer | *Formlabs*

June 2025 - June 2026

Professional 3D printing software

Budapest, Hungary

- Designing from scratch a new **mobile application** and accompanying design system, for customers to monitor and manage their print fleet remotely.
- Shipped core features in **PreForm**, the desktop application used by professionals worldwide, including a redesigned support UI, point-to-point measurement tool, and multi-axis slicing.
- Built functional AI-assisted prototypes with Cursor to test design proposals (Spinbox redesign, dark mode exploration, vertical split UI) before committing engineering resources.

Senior Product Designer | *Shapr3D*

January 2025 - April 2025

Professional 3D CAD software

Budapest, Hungary

- Designed the **2D Sketch Mirror** feature end-to-end, from competitive analysis and PRD through engineering collaboration, icon design, and beta release.
- Led design on a connected suite of **visibility and navigation** features (camera controls, batch visibility, items panel) for a major enterprise customer.
- Advised leadership on adding **surface modeling capabilities** to the platform, drawing on user research with industrial designers in automotive and consumer electronics.

Product Designer (Contract) | *Modyfi*

September 2024 - November 2024

Multimodal generative design platform (acquired by Figma in 2025)

Remote, France

- Designed workflows for a template and variables system that lets marketers reuse designer-approved templates with localized copy, removing the designer as a bottleneck in the production pipeline.
- Audited the full user journey and proposed UX improvements to increase retention, working directly with the Head of Product and presenting to the CEO and CTO.

Product Designer (Contract) | *Ragdoll Dynamics*
3D character animation software

June 2023 - May 2024
Remote, France

- Designed a desktop experience end-to-end to lower the barrier of entry for new users of a technically complex 3D animation tool.
- Created a **design system** in Figma, reducing handoff friction with the engineering team.

Senior Experience Designer | *Electronic Arts*
Frostbite — EA's in-house game engine

January 2022 - May 2023
Guildford, UK

- Designed in-editor workflows within the Appearance toolset to help character artists swap large quantities of assets efficiently, in support of character asset production at scale, primarily on **Skate**.
- Designed the artist-facing UI for Wrap Deformer, a real-time character deformation tool used on **EA FC** for setting up dynamic clothing behavior across many assets at once.
- Contributed to Frostbite's transition to an ECS architecture, designing snapping settings for precise asset placement and an updated set of transformation gizmo manipulators.

Senior Product Designer | *The LEGO Group*
LDD Pro — in-house 3D CAD application for LEGO designers

May 2019 - December 2021
Billund, Denmark

- Led design that leveraged **brick data** (connectivity, manufacturing cost, collisions) to bridge digital design and physical production.
- Redesigned essential tools, reducing completion time on key repetitive workflows by **90%**.
- Contributed to a digital pipeline from concept to marketing used for **70%** of new LEGO products.

Experience Designer | *Autodesk*
Alias — leading 3D surface modeling software for automotive design

June 2017 - May 2019
Hanover, Germany

- Led design for **fast concept modeling** using subdivision tools and **computational design** in Alias.
- Conducted user research workshops with **60+ professionals** from studios including Volvo and Toyota.
- Delivered tools that allowed customers to reach presentation stage **three times faster**.

Product Designer | *Thomson Reuters*
Advanced Innovation Lab

May 2016 - April 2017
London, UK

- Designed the UI for Convene, a white-label mobile application used by conferences and events to manage agendas, attendee networking, and session materials.

User Experience Designer | *Microsoft*
Windows Devices Branded Experiences Team

February 2015 - November 2015
London, UK

- Designed an interactive exhibit for the **Design Museum's Designs of the Year 2015** award in London, where visitors used NFC-enabled Lumia phones to explore winning designs and contribute opinions in real time.

EDUCATION

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

June 2014
London, United Kingdom