

Aki Fukai

Current Roles

Lead Product Designer,
Concept Developer &
Strategic UX Consultant

I'm curious to learn about the mid-to long term challenges your team may face*. **Let's talk** and see how we can push the limits together.



*) If you don't have any, chances are you're missing them. I can help you uncover the challenges and turn them into opportunities.

Elbchaussee 15
22765 Hamburg, Germany
USt-IdNr. DE229552221

M +49 172 431 15 00
E aki@fukai.ch
W <https://fukai.ch>

Profile

Credo: Focus on the **human experience and joy of use** while serving a purpose on a **systems level**. Preferring to work informally **across disciplines as equals** – with peers and clients, together driving the **strategic decisions and tradeoffs**, based on current **insights and learnings** – and especially interested in **climate action and regenerative design**.

Together we build new device agnostic **platforms and services**, dynamic data-driven **applications** (web, mobile, POS) — whatever helps your multilingual **customers** and your **business thrive**.

Roles: Lead Product Designer (Interaction and User Interface Designer, Information Architect, Concept Developer, CI and Branding, UX/Design Coach, Mentor and Consultant).

What I contribute: Curiosity, agile, product driven thinking & practice, product discovery, user & customer journeys, user research, user flows, wireframes, lofi to hifi prototypes, UI mockups, component libraries, style guides, design systems.

Software: My ears, mind, pencil & paper, Figma, Sketch, Miro, Notion, VS Code, Git, IA Writer, Affinity Suite, Trello, Slack, Asana, Basecamp, JIRA etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

Experience: Over 12 years of product driven design practice from zero to one and beyond; Most recently over 8 years of startup and agile product discovery, building and shipping experience. Before that years of experience in agencies and consultancy with renowned clients.

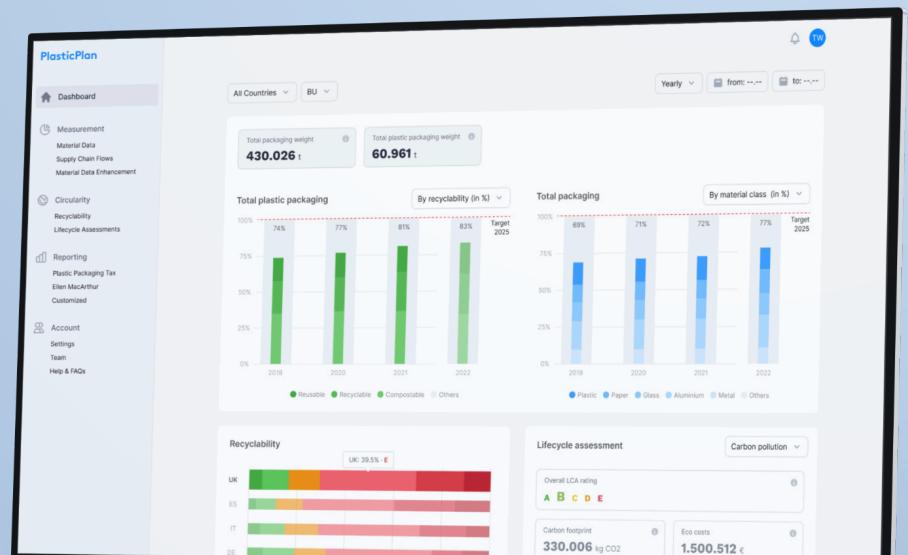
PlasticPlan: Making Plastic packaging sustainable, AI-powered, at scale.

A user-centric interface to an AI-powered data service, enabling companies to transparently manage complex packaging data.

- Lead product discovery, user research, UX & UI Design
- Close collaboration with product lead, engineers and stakeholders
- Prototype of the entire flow
- Concept & design: product marketing landing page
- Design & product documentation
- **Product capabilities in a nutshell:**
 - Collect, evaluate and visualise packaging data
 - ...and its impact on the environment
 - ...with built-in collaboration

Technology: Web, Vue.js, Tailwind

Role: Lead Product Designer



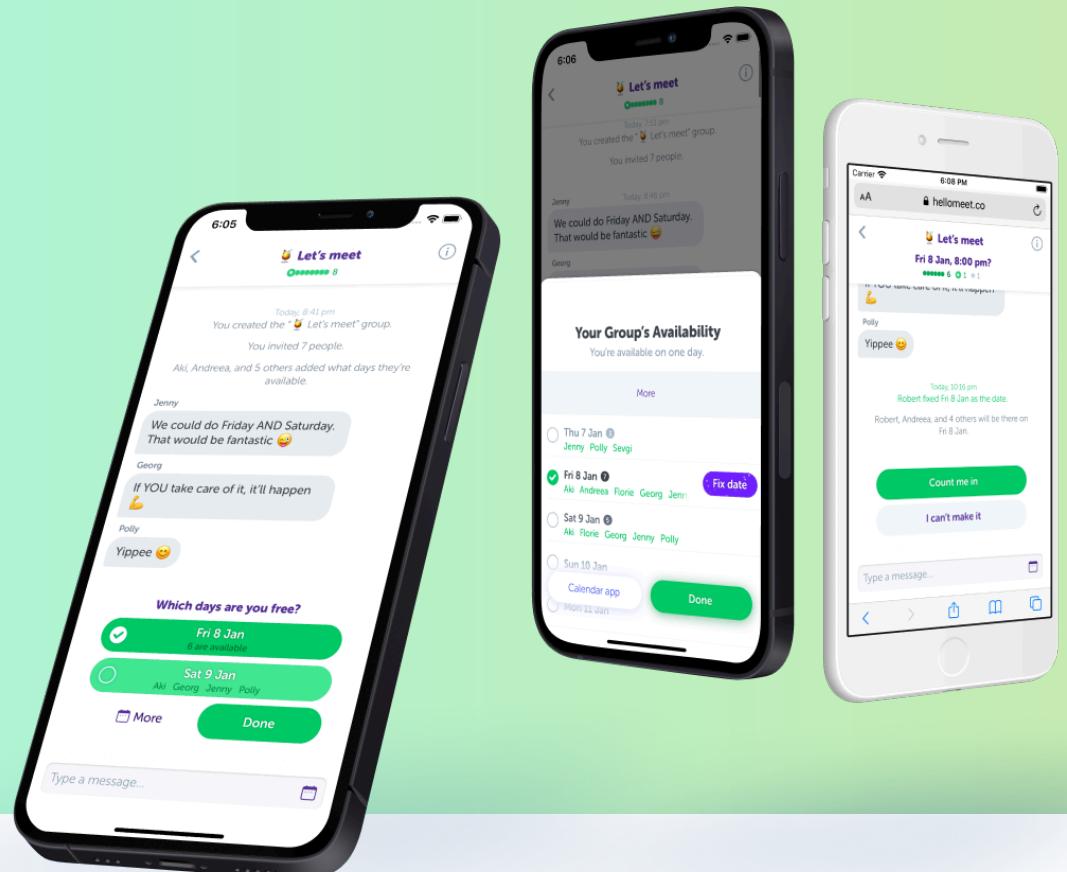
Hello Meet: Finding time together made simple. Finally.

Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- **Hypothesis driven** product design and development
- **JTBD** based user flows and UIs
- **New feature** discovery, testing and development
- Continuous improvements and **UI component library**
- Continuous **sensing and responding**
- Co-shaping and testing the **C2B business model**

Technology: iOS, Android, Web, React

Role: Partner & Product Designer



Helping local stores to run their business – enfore.

Turning eCommerce on its head with software and POS hardware, end-to-end and customer centric.

SaaS as in fully connected Service as a Software.

End-to-end discovery and delivery of:

- Reservations at POS and online
- Pick-up & delivery at POS and online
- Data driven dashboard KPI widgets
- Continuous improvement of enforePOS
- Designed and shipped Online Presence
- Dynamic email & business docs
- Extension of the design system

Technology: enforeDasher, mobile first responsive web/email, Foundation 4 Emails, React

Role: Senior Product Designer



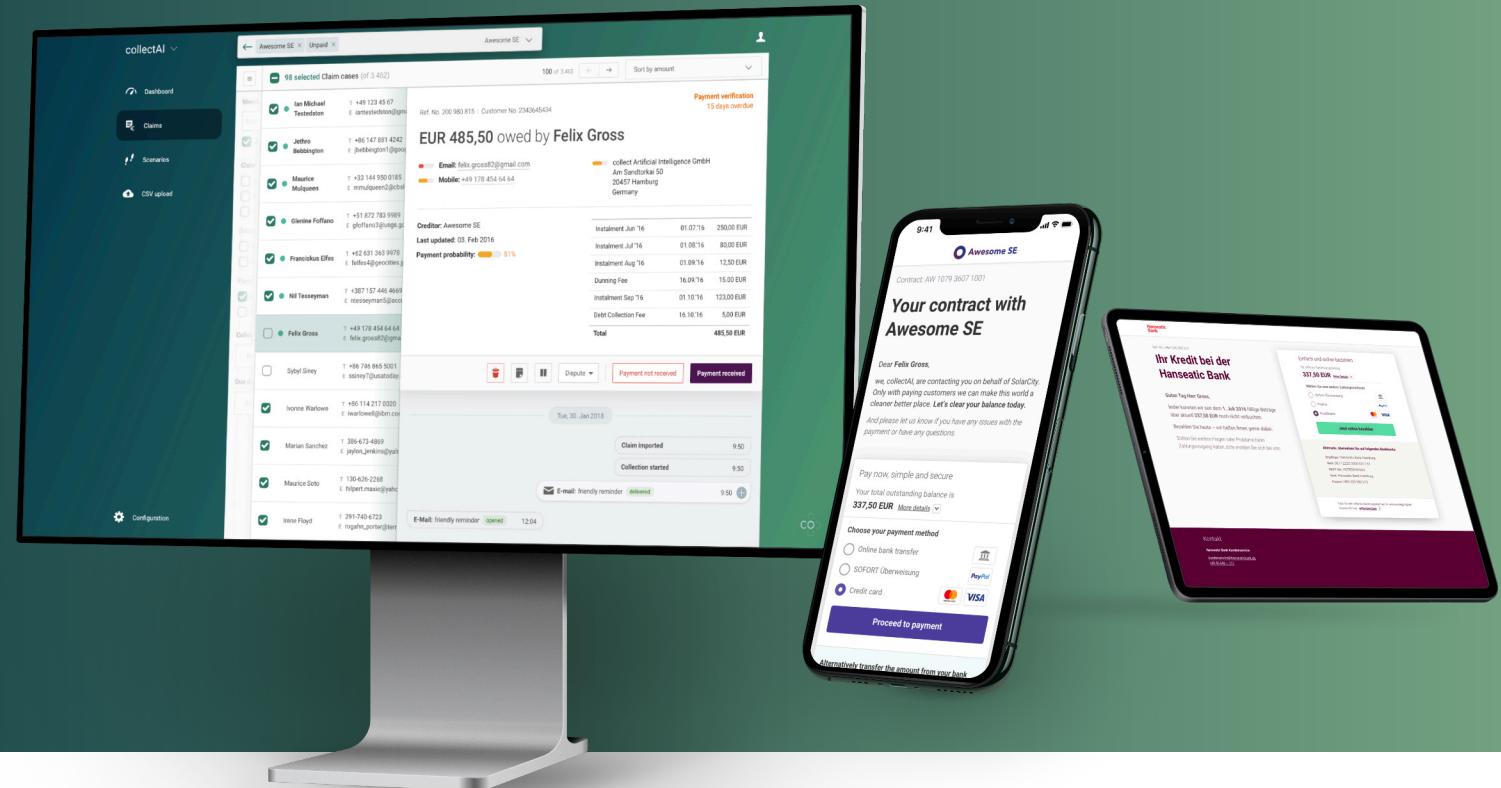
Receivables redefined, customer centric & data informed – collectAI.

Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- Next generation claim management platform
- Mobile first white label payment option flows
- Design system/ops of one
- Hackathon (AI-powered financial forecast)

Technology: mobile first responsive web/email, React

Role: Senior Product Designer



Unify Project Ansible.

Together with frog and Unify I had the honor to envision and define the user experience throughout web and mobile from overarching concepts to detailed features, interactions and UI.

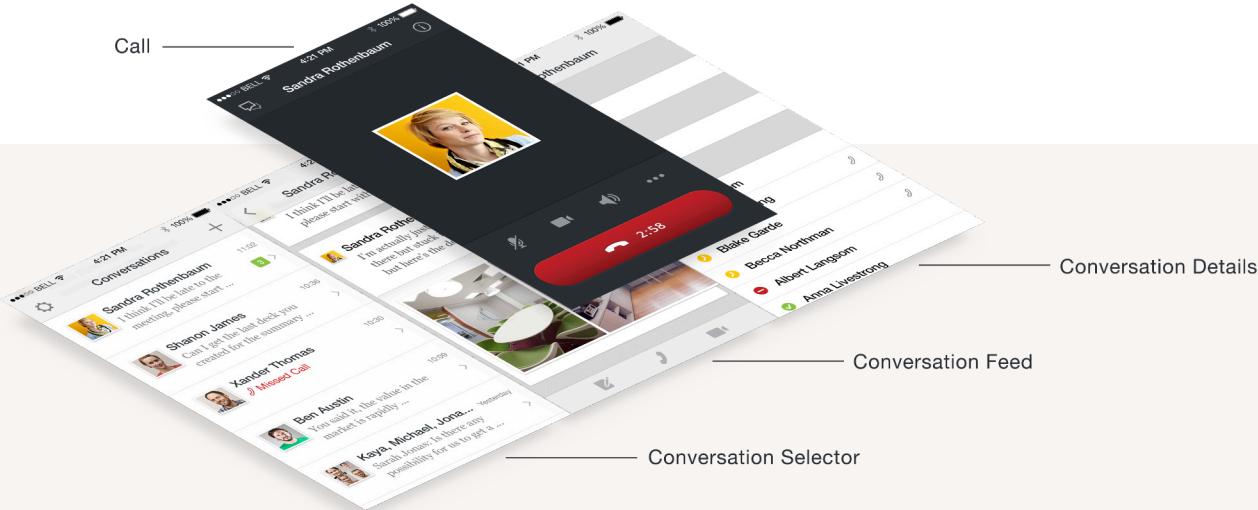
Business is about relationships.
And relationships start with a conversation.



Unify Project Ansible.

Making work more productive, connected and human centred.

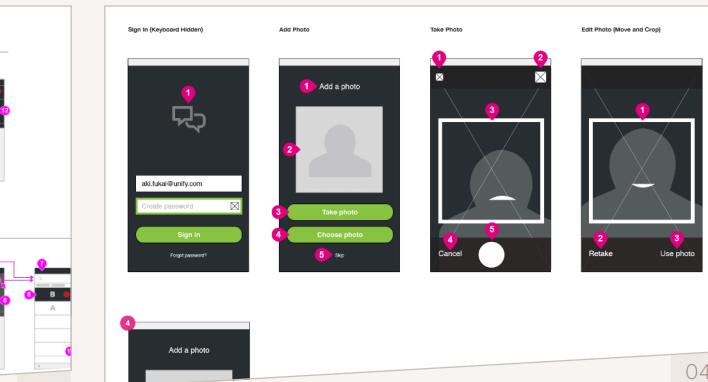
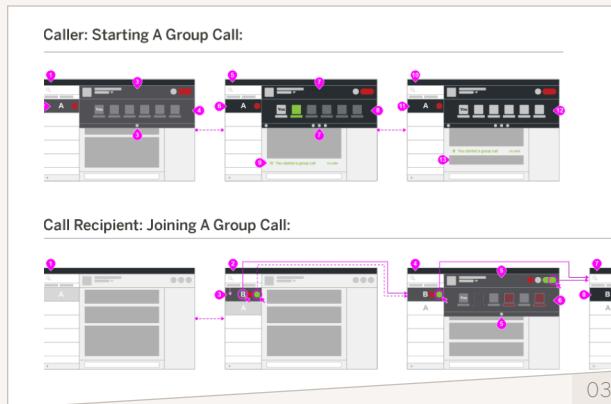
Projectansible.com (Circuit)



02

Project's story: Unify – formerly Siemens Enterprise Communications – in **close partnership** with frog envisioned and defined workforce communication with the **end-user at its core** to build a **single platform** that works across **multiple devices**.

I helped conceiving and designing thoughtful **overarching concepts**, **user flows**, **detailed interactions** and **UI components** throughout **web and mobile** for a broad range of features e.g. conferencing, (group) voice/video calls, textual conversations, notifications, **first use** etc. in collaboration with frog's designers and Unify's product owners.

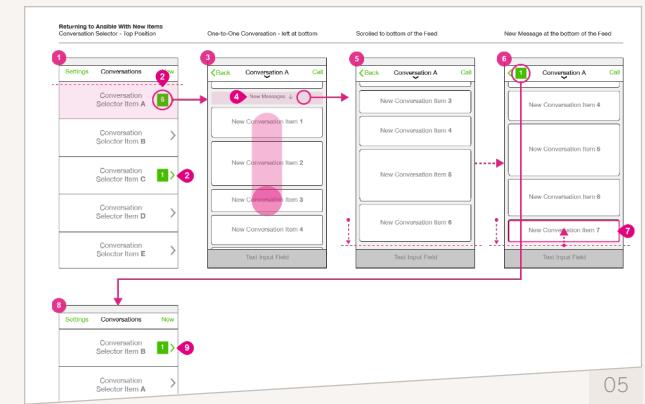


03

Screens

- 01 Previous page: Multi-device strategy
- 02 iOS and iPhone: UI structure
- 03 Desktop/Web: Ad hoc group call flows

- 04 iOS and iPhone: First use flow
- 05 iOS and iPhone: Read and unread flows

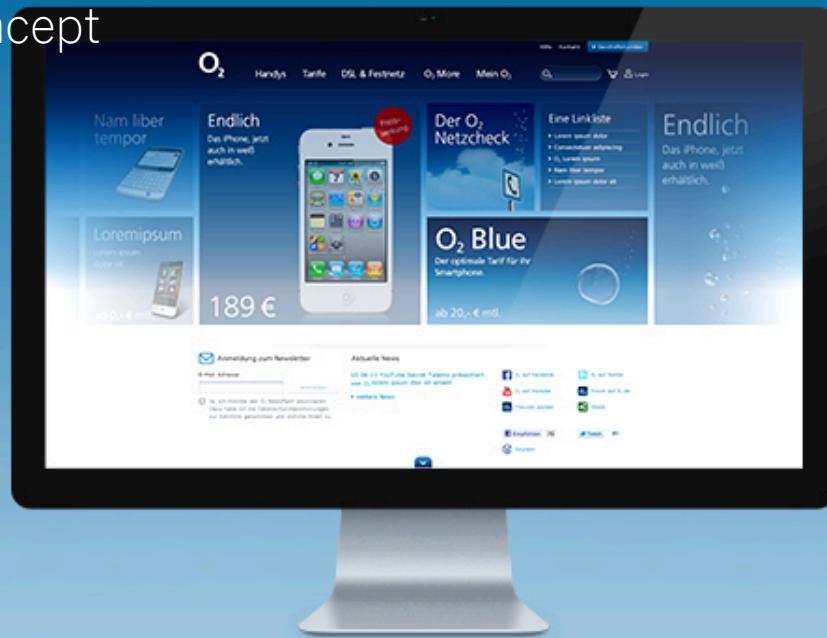


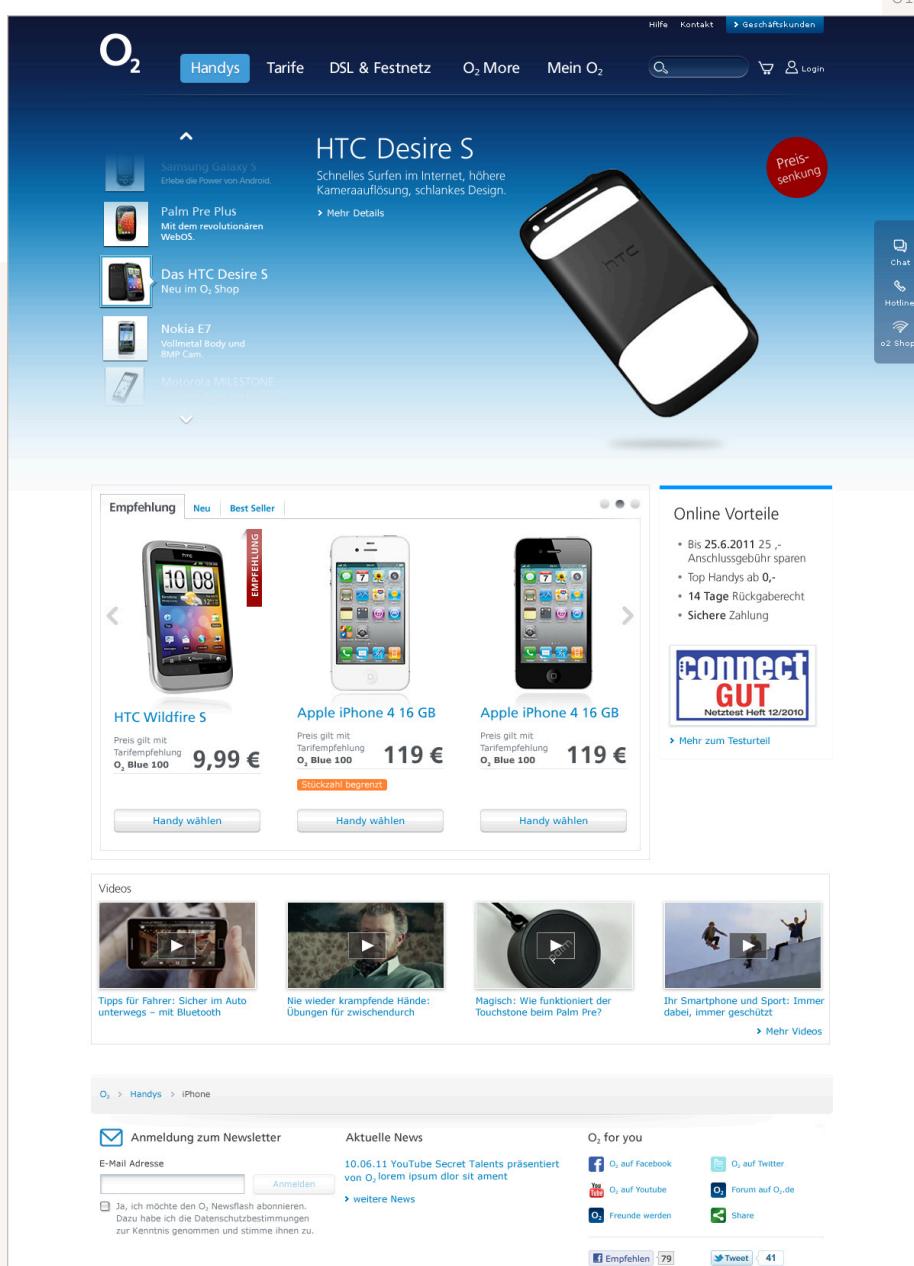
05

Role: Senior Interaction Designer
Agency: frog design

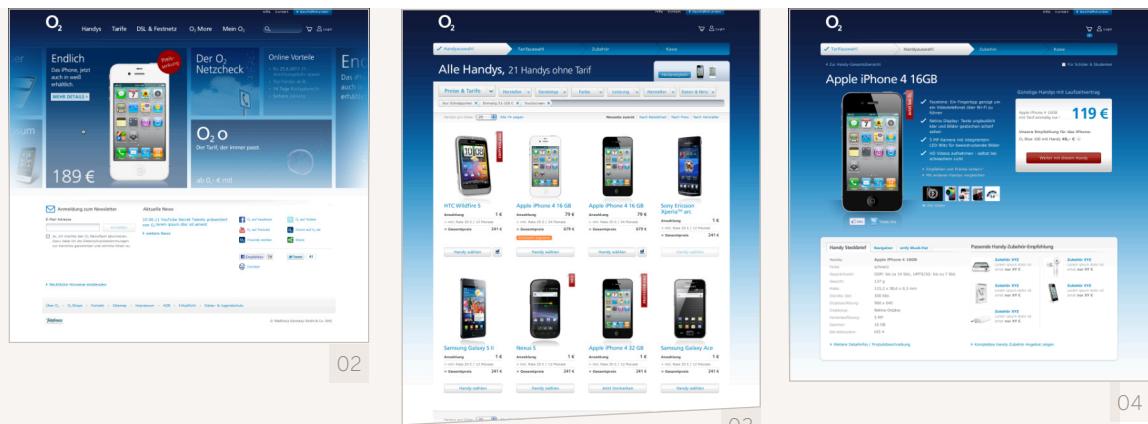
O2 Relaunch.

- **Created** the design to win this challenging account
- **Lead** art directors and designers
- **Consulted** on IA and UX
- **Simplified** the complex shopping flows
- **Designed** a unified and modular teaser concept
- **Optimised** for Tablet/touch
- **Aligned** to the brand
- **Documented** the UX in a style guide





O2 Relaunch. The consumer portal and its e-commerce flows newly conceived and designed – in about four months.



Project's story: Starting with conceptual heavy lifting from **shopping flows** via phones and via tariffs, **realignment of the brand** to reworking the different portal sections we talked regularly to our stakeholders in Munich to return with even more tasks on our list.

Screens

- 01 Phone landing page with panorama teaser
 - 02 Home with modular teaser v
 - 03 Mobile phone shop catalogue
 - 04 Mobile phone detail page

Visualising the new concepts from the **epicentre** – the shopping flows enabled us to advance in a **fast and efficient pace**.

The **modular teaser concept** and the capability to **integrate campaigns** seamlessly at its core allowed for a flexible and vibrant portal. Finally I put it all together in a comprehensive style guide as a living and open document.

Role: Senior Art Direction, Design Lead
Agency: Razorfish

O2 Style Guide. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

Brand Style Guide

- 1-4 Sections
- 5-8 Type, colour, UI
- 09 Flexible headers
- 10 Grid
- 11 Dimensioning
- 12 Modular teasers

Basic visual language & brand assets Visual language Brand assets - Logo - Gradient - Typography - Colors - Images - Icons - Buttons - Form fields - Text styles	Basic design system, modules & elements System: - Grid User interface elements: - Buttons - Headings - Navigation - Modals and footer - Input fields - Footer - Icons - Buttons - Buttons - Form fields - Text styles	1 - 4	5 - 8	09
Consumer portal o2.de / zonline.de Page types: - Modules - Grids - Modular Tables	Applications Online Shop - Shopping Cart - Product Configuration - Order Confirmation - Logins - Self Care - Credit Card Status - Change Account	108	120	48
Basic design system The O2 grid "Using one grid across all websites means it's easier to share. That saves time and money." The grid is a quick, simple way to create consistency. Using the grid in your designs creates pages that have a sense of order and encourage intuitive behavior from users. It also means you can create a broad system for a site that's flexible enough to accommodate the different needs in different markets. Pages can look very different, but clearly come from the same brand. The grid also allows markets to share assets quickly, easily and cheaply.	42	46	96	10
International grid (German portal) 	International grid (UK portal) 	11	12	

Rossmann Online-Shop.

A fully revamped and massively improved shopping experience through customer-centric design.

- Iterative complete inside-out revamp
- Baby world with useful advice
- Further themed worlds
- Discovery search and filtering
- New customer reviews system
- Customer acquisition & loyalty programs
- Single sign on
- and a lot more...

The screenshot shows a sidebar with various filtering options:

- Auswahl verfeinern**
- Beliebte Filter:**
 - Sonderangebote 14
 - Neu im Sortiment 15
 - Rossmann Qualitätsmarken 6
- Marken:**
 - Alete 6
 - babydream 6
 - Bebivita 6
 - FruchtBar 6
 - HiPP 4
- Mehr ...**
- Alter (ab ... Monate):** A slider set to 12, with other options: Alle, 2, 4, 6, 8, 10.
- Online/Filiale:**
 - Exklusiv Online 119
 - Filialangebot 220



01

The screenshot shows the Rossmann Online-Shop homepage. At the top, there's a search bar with the placeholder "Reiniger" and a "Suchen" button. Below the search bar, there are "Vorschläge zu Ihrer Suche:" (Search suggestions) for "Reiniger". The main content area has sections for "Produkte (164)" and "Nützliches:". There are also banners for "Pflege für Sie" (Skin care) and "Baby's Bestes" (Baby products). A sidebar on the left lists categories like Duft, Gesundheit & Sport, Haushalt & Wohnen, Pflege & Beauty, Baby & Kind, Technik & Multimedia, Wein & Spirituosen, Lebensmittel, Musik & Film, and Beliebte Marken (Popular brands) including Alete, Humana, and PENATEN.

Rossmann Online-Shop: Optimising search, filtering and faceted navigation.

rossmannversand.de

This screenshot shows a search result page for "Reiniger". It displays a grid of products like "Bref Power Hygiene Reiniger" and "Bref Power Universal Reiniger". On the left, there's a sidebar with a "Newsletter" section for entering an email address and a "Fragen?" (Questions) section for live chat. Below these are "Aktueller Prospekt" (Current prospectus) and "Partner-Angebote" (Partner offers) sections.

This screenshot shows a filtered product list for "Babyrein". The sidebar includes a "Newsletter" section and a "Fragen?" section. The main content area shows a grid of baby-related products like "Bref Babyrein Universal Reiniger" and "Bref Babyrein Universal Reiniger Konzentrat".

This screenshot shows a detailed search result for "Babyrein im Online-Shop". The sidebar features a "Newsletter" section and a "Fragen?" section. The main content area shows a large image of a baby and a list of products including "Bref Babyrein Universal Reiniger" and "Bref Babyrein Universal Reiniger Konzentrat".

02

03

04

Project's story: Based on a preceding usability test – and far beyond – we made the vast and diverse product range more accessible and the **search experience** more **intuitive and lightweight**.

04

Introducing a **suggested search** faceted by term, brand, category bread crumbs and product suggestions allowed for **easy and quick discoverability**.

Redesigning the **filter UI** reached from improving the visibility over better defaults, faster and easier handling and improved look feel.

Technology: FACT-Finder

Role: Concept Dev. IA/UX, Art Direction, UI Design

Agency: WowBiz

Screens

- 01 Home with search suggestions
- 02 Search suggestions, dimensioning
- 03 Filtered product list / search result
- 04 Product list / search result, documented

01

Rossmann Unternehmen Sortiment Qualitätsmarken Filialen Services ► Shop

Sie sind hier: Home > Qualitätsmarken > Baby & Kind > babydream

Dafür nehm' ich
babydream

Babynahrung, Pflege, Windeln
babydream steht seit mehr als 10 Jahren für qualitativ hochwertige und günstige Babyprodukte. Zahlreiche sehr gute und gute Ökotest-Urteile belegen dies eindrucksvoll.

babydream bietet von der Windel über Babypflege, einem kompletten Babynahrungsortiment sowie hübschem Babyspielzeug und Schnullern alles für Ihr Baby.

[Mehr über babydream ...](#)

Das Richtigste schnell finden

Alle Produkte	167
Grundausrüstung	8
Babynahrung	45
Pflege	31
Reinigung	29
Spielezeug	16
Windeln	28
Zubehör	18

Filtern nach:

- Inhaltsstoffe:
 - Glutenfrei
 - Latexfrei
 - Ohne Konservierungsstoffe
 - Ohne Farbstoffe
 - Parfümfrei
- Alter des Kindes (Monate):
 - Egal
 - 2
 - 4
 - 6
 - 8
 - 10
 - 12
- Für die Mutter:
 - Allgemein
 - Schwangerschaft
 - Stillzeit
- Produkte mit Testiegel
- Online bestellbar

Marken mit ähnlichen oder passenden Produkten: **facelle**, **alouette**, **RUBIN**, **flink & sauber**

Mehr in Baby & Kind: Essen & Trinken, Grundausrüstung, Pflege, Schwangerschaft & Verhütung, Spielen & Entdecken, Windeln

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

[rossmann.de](#)

Rossmann Mein Drogeriemarkt

Mein Drogeriemarkt

"Weil ich auch zuhause günstig einkaufen kann"

Aktuelle Angebote schnell günstiger:
Rossmann Versand

Rossmann Versand Babywelt Qualitätsmarken Fotowelt Unternehmen

Alles Gute für Baby & Kind
Günstig online einkaufen
Ganz bequem
ROSSMANN VERSAND

Unternehmen
Über uns
Daten & Fakten
Verantwortung
Dirk Rossmann
Vater

Aktuelle Meldungen
800 Auszubildende bei Rossmann
24,8 % Umsatzplus im ersten Quartal
Neue Auslandsgesellschaft
Heldung vom 15.09.2008

Günstig online einkaufen
Ganz bequem
ROSSMANN VERSAND

Unsere Qualitätsmarken
Gefestigte Qualität zu günstigen Preisen
Heldung vom 14.08.2008

Heldung vom 17.06.2008

02

Rossmann Unternehmen Sortiment Qualitätsmarken Babywelt Services Suchen Kontakt

babydream

Pflege-Set 280 ml
mit Baby E. Weißdorn & Zippelkraut - frei von Mineralöl, ohne Farb- & Konservierungstoffe
1,79 € Auf den Merkzettel

Neu im Sortiment!

Technische & Qualitätstage
Eigenschaften

Marken mit ähnlichen oder passenden Produkten:
facelle, **alouette**, **RUBIN**, **flink & sauber**

Mehr von babydream: Babynahrung, Grundausrüstung, Pflege, Reinigung, Schwangerschaft & Verhütung, Windeln

Zur Übersicht von babydream

03

Project's story: To position Rossmann as a quality leader of its branch online its quality brands had to become an integrated part of the corporate site.

Together with WowBiz I crafted a **new concept and design from scratch**. The

portal with the quality brands at its core got a **clear structure**, an appropriate **look and feel** and thoroughly optimised **usability**.

By means of a sensible categorisation, emotional and branded index pages, a **contextual teaser concept** and an **innovative product selector** the client's expectations were not just met but exceeded.

Role: Concept Dev. IA/UX, Art Direction, UI Design
Agency: WowBiz

Screens

- 01 Brand home with product finder
- 02 Product detail
- 03 Quality brands home
- 04 Category (baby and child) home

My Mercedes. Personalisation of the Mercedes-Benz passenger cars next generation website.

mercedes-benz.de/mein-mercedes

01

02

03

04

05

06

Screens

- 01 My Mercedes home, teaser page (concept)
- 02 Premium content landing page (concept)
- 03 Mercedes magazine (concept)

- 04 My Mercedes home, logged in (concept)
- 05 Saved vehicles
- 06 Editing personal profile

Particularly Mercedes-Benz car owners can profit from premium content and individual services. The personalised user experience is focused on an enhancement of the online sales process, the customer loyalty and the customer service.

Role: Art Direction, User Interface Design | **Agency:** Nolte & Lauth

Aki Fukai

Professional Experience + Education

Elbchaussee 15
22765 Hamburg, Germany
USt-IdNr. DE229552221

M +49 172 431 15 00
E aki@fukai.ch
W <https://fukai.ch>

Personal data	Nationality Marital status & family	Swiss Married, father of two daughters		
References	Clients I have worked for and with 2008 - today	academics (Die Zeit, Forschung & Lehre) Audi Beiersdorf (Eucerin) collectAI (Liquid Labs/Otto Group) CTS Eventim Daimler/Mercedes-Benz enfore AG	Henkel (Venture PlasticPlan with MVP Tech.) Immonet (Axel Springer) Liebeskind Berlin Netbreeze (acquired by Microsoft) receeve Rossmann SAP SE	Swiss Federal Railways SBB Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.) WHATEVER.WORKS (JobRad venture)
	Agencies I have worked with 2008 - today	D-LABS DDD Design Experience One EYELABEL Digital Communication Freiland Netzlösungen frog design Häberlein & Mauerer Interone	MVPF Technologies Neue Digitale/Razorfish Nolte & Lauth precious design studio Sturm und Drang, Innovation Insights superReal (now Dept) TEMPODOME WowBiz	
Studies	1998	University of Applied Sciences, Department of Design HAW Hamburg Major field of study: Design conception for digital media, advertising (print), corporate design. Furthermore Bauhaus-inspired design studies in typography, photography: b&w (darkroom). drawing, colour and form		
Languages	German English French Japanese & isiZulu	Native tongue Full professional proficiency in speaking and writing Intermediate level (CEFR B1) Beginner level		