

Aki Fukai

Lead Product Designer

Curriculum Vitae

Last updated: Jun 2024

In a nutshell

As a **Lead UX/Product Designer** with over 10 years' experience of building products and services. I work best in small and de-siloed **product teams**. I help shape and amplify the **strategic impact of design** and shape the way we work. Together we work on large, **complex projects** over multiple iterations - and build a **trusted and sustainable relationship**.

I'm Swiss and currently live with my family in **Hamburg Germany** and work mostly remotely.

Contact

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About Me

👋 In my work I strive to **improve people's lives by solving complex problems with simple and useful solutions**. By shaping technology into thoughtful digital products that matter, I work on the answers — for the people who use them and the people who provide and grow them — with engineers, product/business people, domain experts and real users.

📁 My tools are user research, UX consulting, interaction design and user interface design. I have been developing **concepts, strategies and designs** focused on digitally connected products and services for over 15 years.

🤝 I believe that the best results come from **close collaboration**, be it in internal interdisciplinary teams, or as a consultant in a **committed relationship** with client.

🌱 I'm passionate about helping to **drive systems change to tackle the climate and biodiversity crises**.

👨👩👧 In my spare time I enjoy being with **my family**, travelling, learning from different cultures and practicing Chen Style Taiji. I love clean and useful (Swiss) typography, **minimal and 'super normal' design and learning new things** in live and in my profession.

🇩🇪 🇨🇭 🇬🇧 I am a **native German speaker** with Swiss and Japanese heritage. I speak **business fluent English** (proficient) and have an advanced basic knowledge of **French** 🇫🇷 (CEFR A2) and in **Japanese** 🇯🇵 and **IsiZulu** 🇿🇦

Work Experience

05.2023 - 06.2024

Lead UX/Product Designer (ind. contractor)

Client: [WHATEVER.WORKS](#) · B2B venture · lean DS

07.2022 - 04.2023

Freelance Lead/Senior UX/UI Designer **Clients:**

Babymarkt, [Tagesspiegel](#), [Mercedes-Benz.io](#) · DS

02.2022 - 07.2022

Lead Product Designer (ind. contractor)

Client: [PlasticPlan](#) · B2B venture · DS

01.2018 - 03.2024

Partner & Product Designer **App:** [Hello Meet](#) · C2B

06.2018 - 05.2020

Senior Product Designer **Client:** [enfore AG](#) · B2B2C

02.2016 - 02.2018

Lead/Senior Interaction Designer (product & DS)

Client: [collectAI](#) (B2B corp. startup · Otto Group)

11.2015 - 09.2016 (40-60%)

Lead/Sr. Interaction Designer (ind. contractor)

Client: [SBB](#)

07.2015 - 10.2015

Senior Interaction Designer, design system (DS)
(ind. contractor) **Client:** [SAP SE](#) · Fiori DS

02.2015 - 04.2015

Senior User Experience Designer

Client: [Scout24 Schweiz AG](#)

12.2013 - 10.2014

Senior Interaction Designer (ind. contractor)

Client: [natcon7 GmbH](#)

09.2013 - 01.2014

Senior Interaction Designer (ind. contractor)

Agency: [frog design](#) **Client:** Unify (Siemens)

01.2013 - 04.2013

Freelance UX Designer **Client:** [Immonet](#)

05.2011 - 09.2011

Sr. Art Director / Design Lead (ind. contractor)

Agency: [Razorfish](#) **Client:** [Telefónica \(o2\)](#)

2008 - 2013 (intermittent)

Freelance Art Director, IxD, UX Consultant

Agency: [WowBiz GmbH](#) **Clients i.a.:** [Aquila Capital](#),
[Rossmann](#), [Netbreeze](#)

2006 - 2008

Freelance Art-/Creative Director, IxD

Agency: [DDD Design GmbH](#) **Clients i.a.:** [Audi](#),
[DaimlerChrysler](#) ([Mercedes-Benz](#), [Jeep](#), [Chrysler](#),
[Dodge](#)), [jpc.de](#), [lesen.de](#) 2003 - 2004

Art director **Agency:** [Spirit Link GmbH](#)

Clients: [SiemensMedical Solutions](#), [Siemens](#),
agency relaunch (website and PM software)

2001 - 2002

Art Director and Designer

Agency: [GiveMe5 Online-Kommunikation GmbH](#)

Clients i.a.: [Bentley](#), [Curtius Lütten von Perfall](#)
[Werbeagentur GmbH](#), [Otto Reisen](#), [Reiseland](#)

2000 - 2001

Screen Designer, UI Designer

Agency: [IconMedialab AG](#)

Clients i.a.: [FMCG](#), intranet applications, various
usability focused projects and web specials

2000 - 2000

Freelance Screen Designer

Agency: [Ahead Deutschland](#), now [Valtech](#)

Clients i.a.: [FMCG](#), i.a. [Milka](#)

1998 - 2000

Freelance Screen Designer

Agency: [Kabel New Media AG](#)

Client: [BMW.com](#)

1997 - 1997

Screen Designer (internship)

Agency: [Fork Unstable Media](#)

Clients i.a.: lifestyle magazine 'blond', [Spar](#)

Education

1994 - 1998

**HAW Hamburg, Fakultät Design, Medien und
Information / Department Design:**

Communication design

Project Highlights

Making plastic packaging sustainable, with data, at scale – PlasticPlan

Duration: 02.2022 - 07.2022

Done: Designed and shipped a human-centric interface on top of an AI-powered data service that enables companies to transparently manage complex packaging data (B2B).

Technology: Web, Vue.js, Tailwind

Role: Lead Product Designer & design system

Group scheduling made simple – Hello Meet ↗

Duration: 01.2018 - 03.2024

Done: Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement, co-shaping and testing the C2B business model.

Technology: iOS, Android, Web, React

Role: Partner & Senior Product Designer & DS

Helping local stores to run their businesses (B2B2C) – enforce AG ↗

Duration: 06.2018 - 05.2020

Done: Designed and shipped reservations, pick-up & delivery and dashboard widgets in enforcePOS, online presence, email & business documents

Technology: Web/mail, enforcePOS, enforceDonner

Role: Senior Product Designer & design system

End-to-end digital collections, redefined – collectAI ↗

Duration: 02.2016 - 02.2018

Done: Designed and shipped a white label B2B2C digital self-service for dunning, collections & payment processes, as well as the merchant's claim management portal.

Technology: Web/mail (respons.), iOS, iPad, React

Role: Senior Product Designer & design system

iPad and web/desktop app for SBB based on GIS technology – IVEG

Duration: 11.2015 - 09.2016

Done: Designed UX concept, B2B workflows, prototypes to digitise end-to-end monitoring, assessment and procurement.

Technology: Web (responsive), iOS, iPad

Role: Senior Interaction Designer

For a more visual look at projects take a look at my [PDF portfolio](#).

Fiori App Finder for SAP Global Design

Duration: 07.2015 - 10.2015

Done: UX concepts, flows, Prototypes (Axure RP Pro), Fiori UX design guidelines for [App Finder](#) & [Fiori Launchpad](#)

Technology: Web (responsive), iOS, iPhone

Role: Senior Interaction Designer & design system

With: D-Labs · SAP SE

Unify Project Ansible ↗ Platform for unified enterprise communication

Duration: 09.2013 - 02.2014

Done: Conceived and documented the interaction design throughout (web and mobile) for various features e.g. conferencing, voice/video calls in collaboration with the client – from overarching concepts to detailed UI states

Technology: Web (responsive), iOS, iPhone

Role: Senior Interaction Designer

With: frog design · Unify (Siemens)

Social Media Summary for Netbreeze –

a Swiss ETH spin-off, acquired by Microsoft 2013

Duration: 01.2012 - 06.2012

Done: Concept incl. visualisation of a timeline-based application UI, widgets & report/data viz – for the Swiss social media monitoring startup

Role: Concept Developer (IA/UX), UX Designer, Art Director & UI Designer

With: WowBiz · Netbreeze

Comprehensive telco portal and e-commerce relaunch of o2.de (Telefónica Germany)

Duration: 05.2011 - 10.2011

Done: Simplification of the shopping flow, Optimisation of the checkout process UX, Unified teaser concept, Tablet/touch enabled, Client side UX consultation, Brand alignment, Comprehensive style guide

Role: Senior Art Director and Design Lead

With: Neue Digitale / Razorfish

Selected Clients in alphabetical order

academics.de (Die Zeit, Forschung & Lehre)

Audi

Beiersdorf (Eucerin)

Baden-Württemberg Ministry of State

Bentley

BMW (bmw.com)

Chrysler (Jeep, Chrysler)

collectAI (Liquid Labs / Otto Group)

CTS Eventim AG

Daimler / Mercedes-Benz

Deutsche Bahn

dtp entertainment

enfore AG

Henkel

Immonet (Axel Springer)

Klinikum Südstadt Rostock

LG Electronics

natcon7 (part of Nordex)

Netbreeze (now part of Microsoft)

PlasticPlan (MVPF)

receeve GmbH

Rossmann

SAP SE

Swiss Federal Railways SBB

Scout24 Schweiz

Siemens Medical Solutions

Sony Deutschland

Sqoops, Doomster (doomster.de) until 11.2008

STURM und DRANG (partner of MetaDesign)

Tagesspiegel Media

Telefónica Germany (o2)

Tipp-Kick

Trilux

Unify (formerly Siemens Enterprise Communications)

University of Applied Sciences, Dept of Design

HAW, Hamburg

WHATEVER.WORKS (JobRad Venture)

Various medium-sized companies and multinational groups of different branches and municipal institutions

Selected Agencies in alphabetical order

D-LABS

DDD Design

Experience One AG

EYELABEL Digital Communication

Fork Unstable Media

Freiland Netzlösungen

frog design

Häberlein & Mauerer

IconMedialab AG

Interone

Jung von Matt/next

Kabel New Media AG

MVPF Technologies

Neue Digitale Razorfish

Nolte & Lauth

OgilvyInteractive

Philipp und Keuntje

Plan.Net

precious design studio

STURM und DRANG, Innovation Insights

superReal GmbH (part of DEPT®)

TEMPODOME

WowBiz