Aki Fukai
Lead Product Designer
CV and Resume

Last updated: Jun 2024

In a nutshell

As a full-stack **Lead UX/Product Designer** with over 15 years experience of building products and services from zero to one and beyond. I work best in **de-siloed agile teams** — **at eye level with product leadership**.

I help shape and amplify the **strategic impact of design** and the way we work across different stakeholders. Together we work on large, **complex projects** iteratively — building a **trusted and sustainable relationship**, doing our best to leave the world a better place than we found it.

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

Contact

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About Me

🙌 I am driven to **improve people's lives by solving complex problems with simple, useful and beautiful solutions**. I shape ideas and technologies into thoughtful digital products — with engineers, product people, leadership, domain experts and real users. Together, we work on the answers — for the people who use them and the people who provide and grow their business based on it.

💼 My tools are concept development/IA, 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 **tacke the climate and biodiversity crises**.

👪 In my spare time I enjoy being with **my family**, travelling, learning from different cultures, playing 3x3 basketball 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 B1) and dabble childishly in **Japanese** 🇯🇵 and **IsiZulu** 🇿🇦

Project Highlights

For a more visual look check my [PDF portfolio](#).

Giving employees the freedom to work from anywhere, fully compliant.
WHATEVER.WORKS (JobRad) ↗

06.2023 - 06.2024

Made: Architected and continuously designed (shape-Up) new end-2-end capabilities, enabling companies to offer different types of time-outs such as workations. (B2B SaaS).

Tools: Figma, Miro, Notion, G-Suite, JIRA
Tech: MUI, Lokalise
Role: Lead Product Designer & design system

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

02.2022 - 07.2022

Made: 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).

Tools: Figma, Miro, Notion, G-Suite, Asana
Tech: Vue.js, Tailwind
Role: Lead Product Designer & design system

Group scheduling made simple – Hello Meet app (iOS, Android, Web)

01.2018 - 03.2024

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

Tools: Sketch, Figma, Miro, Framer, Basecamp, …
Tech: Git, Sass/CSS, React, Rails
Role: Partner & Senior Product Designer & DS

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

06.2018 - 05.2020

Made: Designed and shipped reservations, pick-up & delivery and dashboard widgets in enforePOS, online presence, email & business documents.

Tools: Sketch, Abstract, G-Suite, Confluence, …
Tech: enforePOS, enforeDonner, Sass, Handlebars
Role: Senior Product Designer & design system

Digital collections redefined. E2E.
collectAI (Otto Group) ↗

02.2016 - 02.2018

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

Tools: Sketch, Miro
Tech: Git, SassCSS, web/mail, React
Role: Senior Product Designer & design system

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

11.2015 - 09.2016

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

Tools: Sketch, InVision, Miro, JIRA
Tech: responsive web iOS/iPad, Angular
Role: Senior Interaction Designer

Unify Project Ansible Platform for unified enterprise communication
Product vision ↗ **Product design** ↗

09.2013 - 02.2014

Made: Conceived and specified the multi-modal interaction design flows for chat, conferencing, voice/video calls – concept to detailed UI specs.

Role: Senior Interaction Designer
With: frog design · Unify (Siemens)

Comprehensive telco portal and e-commerce relaunch of o2.de

05.2011 - 10.2011

Made: Simplified the shopping flow, Optimised 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

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, Design System (DS) **Clients:** Babymarkt, Tagesspiegel Media, 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)

1998 - 2013
Freelance Art Director, Interaction Designer, Information Architect, UX Consultant
Agencies i.a.: Kabel New Media AG, IconMedialab AG, Spirit Link, WowBiz, DDD Design

Client i.a.: BMW.com, Bentley, Otto Reisen, FMCG, intranet applications, SiemensMedical Solutions, Audi, Mercedes-Benz, Jeep, Chrysler, Dodge), jpc.de, lesen.de, Rossmann, Netbreeze, Aquila Capital

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

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

Liebeskind Berlin

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