# Aki Fukai

Hamburg, Berlin, Zurich (hybrid)
EST to GST (remote)
Married, two daughters
Swiss citizen

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## Design Dir./Lead Product Designer (remote), SDGventure  Jan 2022 – present

Driving and leading product design of the impact collective – from discovery over MVP to viable business, zero to one and beyond – marrying profit with purpose. Mandates: WHATEVER.WORKS (JobRad), PlasticPlan (Henkel)

## Design Director (contract, remote), WHATEVER.WORKS  May 2023 – Jun 2024

**Product:** Co-lead, designed and shipped 12+ product initiatives end-2-end. Enabled signing dozens of companies (JobRad B2B SaaS venture).

**People & Process:** Improved quality and TTM by introducing Shape-Up. Fostered alignment with key stakeholders. Hired and mentored a Mid-Level Product Designer. Built and shipped a complex responsive app design system. Introduced multi-language tooling with Lokalise.

## Lead/Sr. UX/UI Designer (freelance, remote/hybrid)  Jul 2022 – Apr 2023

Babymarkt UX audit · Tagesspiegel Media Relaunch · Mercedes-Benz Design System

## Lead Product Designer (contract, remote), PlasticPlan  Feb – Jul 2022

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

**People & Process:** Hired and coached a Jr. Product Marketing Designer. Built and shipped foundational responsive complex app & product mkt. design systems.

## Partner & Product Designer (on site/remote), Hello Meet  Jan 2018 – Mar 2024

**Product:** Co-shaped and tested a C2B business model, successfully turning the market on its head and co-developed strategy tools and direction. Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement

**Product & Process:** Helped hiring a pivotal senior backed developer. Built and shipped a mobile design system (iOS, Android, web).

## Senior Product Designer (hybrid), enfore AG  Jun 2018 – May 2020

**Product:** Drove, designed and shipped core design initiatives from discovery to delivery, customer centred and multi device; reservations, pick-up & delivery, dashboard widgets, online presence email & business docs.

**Process:** Extended and enhanced a multi-device POS & ERP application design system for a highly complex product, driven by product initiatives.

## Sr. Interaction Designer (on site), collectAI, part of Otto  Feb 2016 – Feb 2018

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

**Process:** Built the design systems for the claim mgnt. app and payment flows.

## Lead/Sr. Interaction Designer (contract, on site), SBB  Nov 2015 – Sep 2016

**Product:** Defined use cases and designed the UX concept, workflows, prototypes for the GIS based iPad & web app to digitise end-to-end the railway's vegetation monitoring, assessment and procurement in the field and in the accounting office.

**Process:** Based on the SBB CI I've created a flexible UI component library and ensured the implementation quality in iPadOS and in the web.

## Summary

**I'm a full-stack Lead Product Designer** with over 20 years' experience and over 12 years' experience of **building digital products and services from zero to one and beyond**. I excel at **simplifying complexity** in partnership with product leadership, especially in agile, collaborative environments.

I also help teams to **create an agile and open corporate culture** based on useful and constructive feedback from across functions and teams, which in turn improves **performance**.

I love **partnering on digital innovations that tackle environmental and social issues** through strategic design.

## Languages

**German:** Mother tongue
**English:** Full professional proficiency
**French:** Intermediate level (CEFR B1)
**Japanese & Zulu:** Beginner level

## Education

HAW Hamburg, Department Design Communication design (with an internship at Fork Unstable Media)

## Further work experience
Before 2015

**Sr. Interaction Designer** (contract) SAP Fiori App Store (DS)  Jul 2015 – Oct 2015

**Sr. UX Designer Scout24 Schweiz** Search & filter UX  Feb 2015 – Apr 2015

**Sr. Interaction Designer** (contract) natcon7 · Renewable power plant management  Dec 2013 – Oct 2014

**Sr. Interaction Designer** (contract) frog for Siemens/Unify: Collaboration enterprise app (mobile/Pad/web). Sep 2013 – Jan 2014

**UX Designer & UX Researcher** (freelance) Immonet: Faceted search  Jan – Apr 2013

**Sr. Art Director** (contract) at Razorfish for Telefónica o2 Relaunch  May – Sep 2011

**Freelance Art Director, Interaction Designer, Concept/IA** 1998 – 2013
**Agencies i.a.:** Kabel New Media AG, IconMedialab AG, Nolte & Lauth
**Clients i.a.:** Aquila Capital, Audi, BMW, Netbreeze, Mercedes-Benz, Rossmann