

AKI FUKAI

More current work and prototypes on request

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W <https://fukai.ch>

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, you must be staying in your comfort zone
for too long. I can help you uncover the challenges you don't see yet..

Profile

Credo: Focus on the **human experience and joy of use**, 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 means help your diverse and 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 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, VS Code, Git, IA Writer, Notion, Affinity Suite, Trello, Slack, Asana, Basecamp, JIRA etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

Experience: Over 15 years of product driven design practice. Many years of agency, consultancy and most recently over 8 years of startup and product building experience.

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Professional Experience + Education

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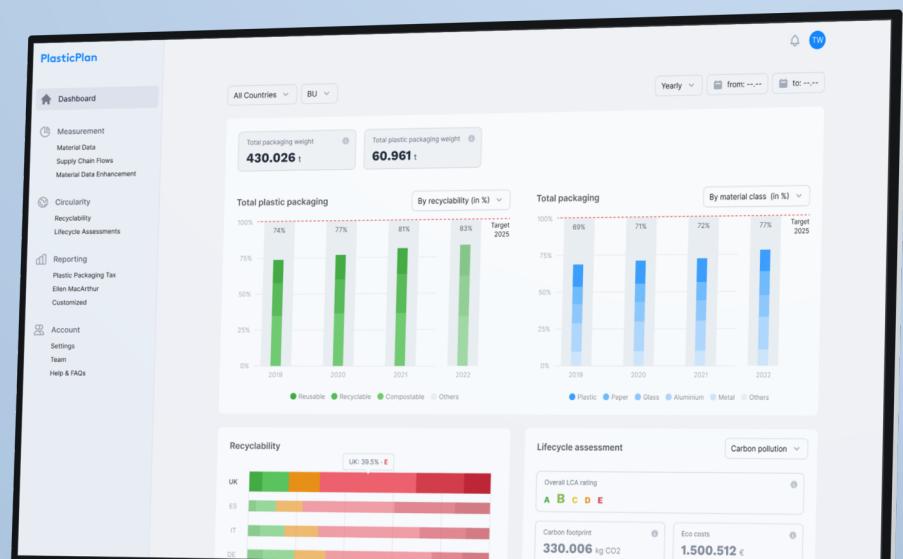
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Personal data	Nationality Marital status	Swiss Married		
References	Clients I have worked for and with 2008 - today 1997 - 2007	academics (Die Zeit, Forschung & Lehre) Audi Beiersdorf (Eucerin) BMW (bmw.com) collectAI (Liquid Labs / Otto Group) CTS 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 Siemens Medical Solutions Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.) WHATEVER.WORKS (JobRad venture)
	Agencies I have worked with 2008 - today 1997 - 2007	D-LABS DDD Design Experience One EYELABEL Digital Communication Fork Unstable Media Freiland Netzlösungen frog design Häberlein & Mauerer	Interone Jung von Matt/next Kabel New Media AG (BMW Unit) MVPF Technologies Neue Digitale / Razorfish Nolte & Lauth OgilvyInteractive Plan.Net	precious design studio SpiritLink Sturm und Drang, Innovation Insights superReal (now Dept) TEMPODOME WowBiz
Studies	03.1994 - 09.1998 09.1993 - 02.1994	University of Applied Sciences, Department of Design HAW Hamburg Major field of study: Design conception for digital media, advertising (print), corporate design. Other acquired skills: Typography, photography: b&w (darkroom), classical education in drawing, colour and form PAW Akademie für Gestaltung; Subject: Communications design		
Languages	German English French	Native tongue Business fluent in speaking and writing Extended basic knowledge		

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

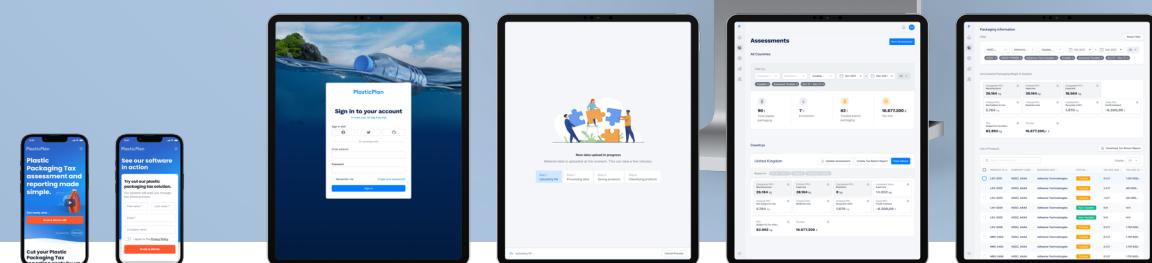
A user-centric interface to an AI-powered data service, enabling companies to transparently manage complex packaging data.

- 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



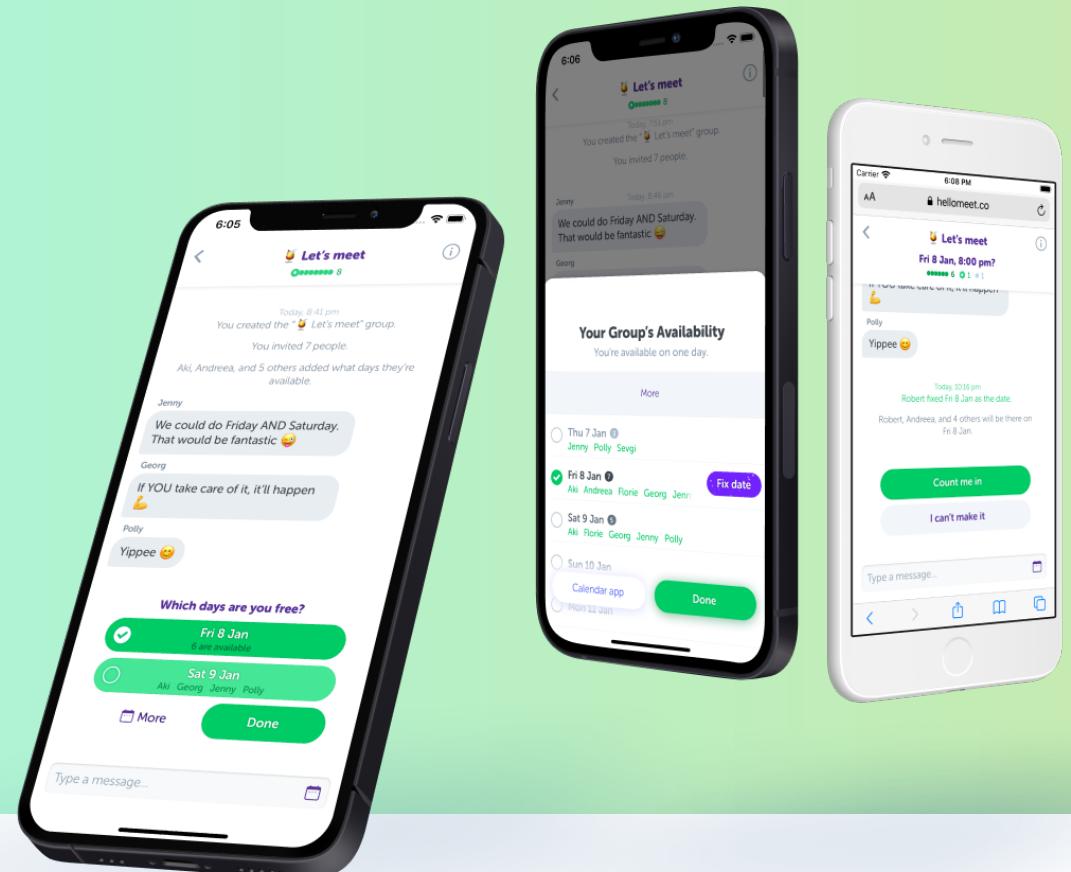
Hello Meet: Finding time together made simple. Finally.

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 concept 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.

- Reservations
- Pick-up & delivery
- Dashboard KPI widgets
- enforePOS
- Online presence
- Email & business documents
- Extension of the design system

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

Role: Senior product designer



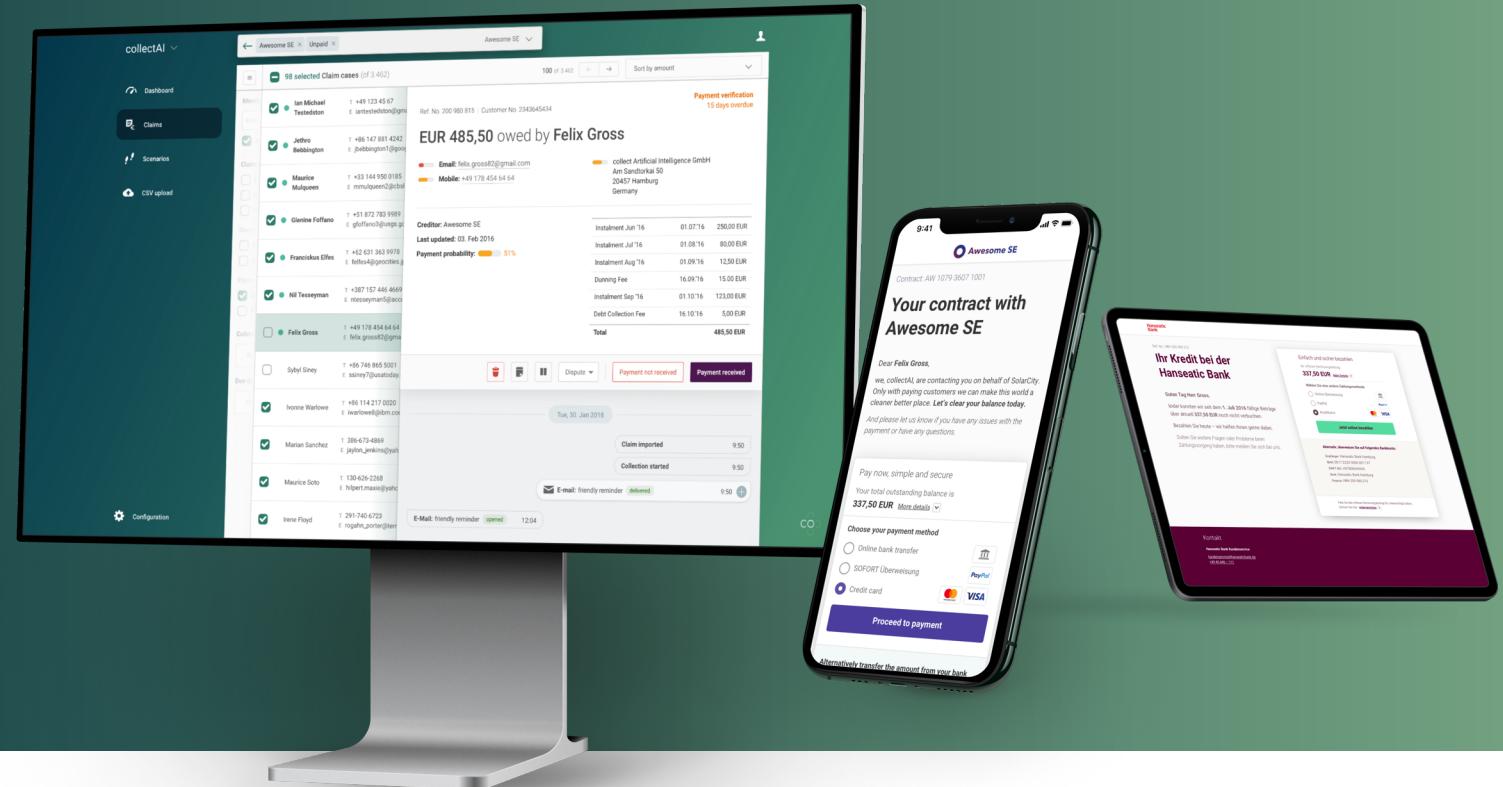
Receivables redefined, customer centric & data informed – collectAI.

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.

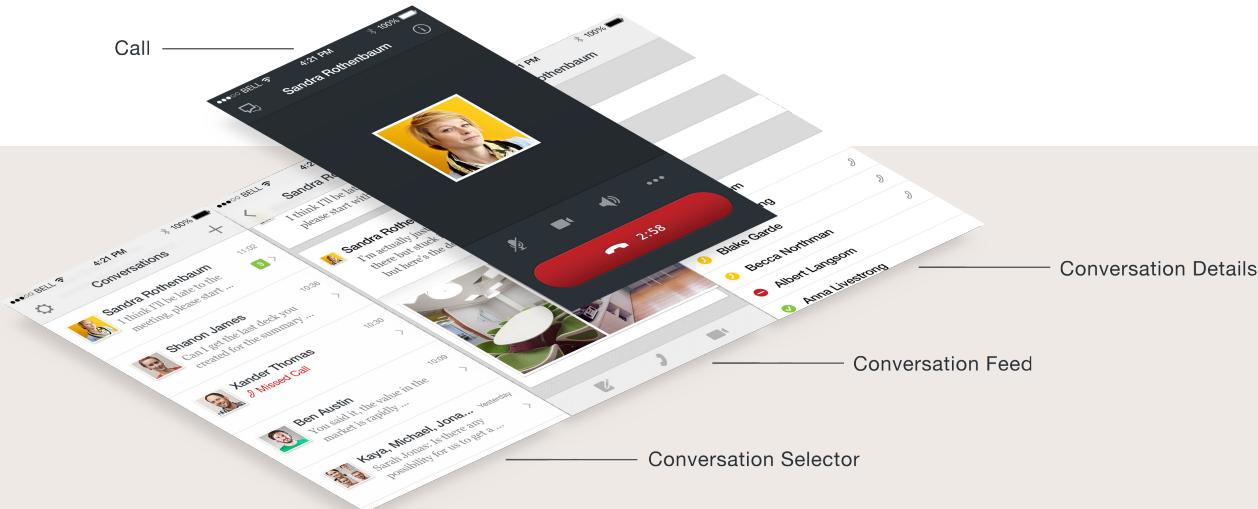
Business is about relationships.
And relationships start with a conversation.



Unify Project Ansible.

Making work more productive, connected and human centred.

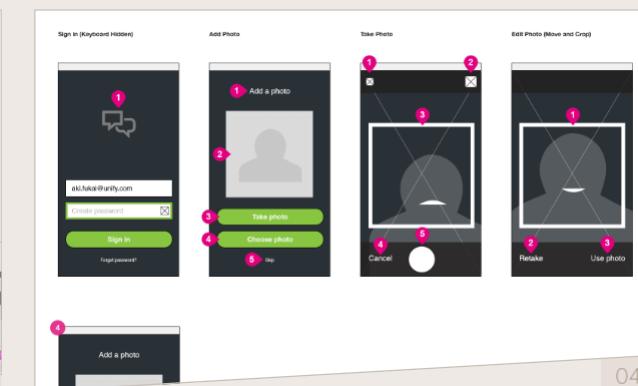
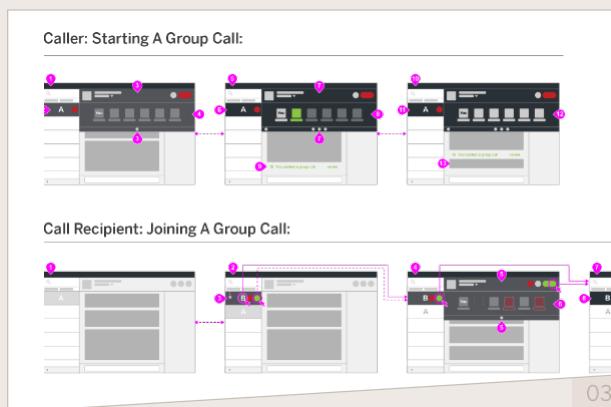
Projectansible.com (Circuit)



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 the **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 the product owners.

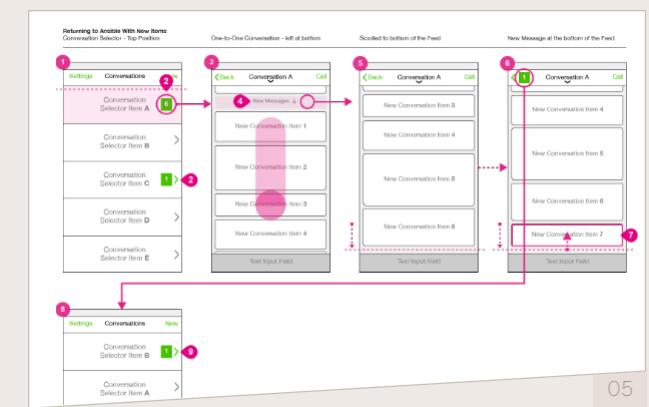


03

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 design
Agency: frog design

O2 Relaunch.

- Created design to win a challenging client
- 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 it in a style guide.



01

Hilfe Kontakt > Geschäftskunden

O₂ Handy Tarife DSL & Festnetz O₂ More Mein O₂ Login

HTC Desire S
Schnelles Surfen im Internet, höhere Kameraauflösung, schlankes Design.
Preissenkung

Samsung Galaxy S
Erlebe die Power von Android.

Palm Pre Plus
Mit dem revolutionären WebOS.

Das HTC Desire S
Neu im O₂ Shop

Nokia E7
Vollmetall Body und 8MP Cam.

Motorola MILESTONE

Empfehlung Neu Best Seller

HTC Wildfire S Preis gilt mit Tarifempfehlung O₂ Blue 100 9,99 € Handy wählen

Apple iPhone 4 16 GB Preis gilt mit Tarifempfehlung O₂ Blue 100 119 € Stückzahl begrenzt Handy wählen

Apple iPhone 4 16 GB Preis gilt mit Tarifempfehlung O₂ Blue 100 119 € Handy wählen

Online Vorteile

- Bis 25.6.2011 25,- Anschlussgebühr sparen
- Top Handys ab 0,-
- 14 Tage Rückgaberecht
- Sichere Zahlung

connect GUT Netztest Heft 12/2010

Videos

Tipps für Fahrer: Sicher im Auto unterwegs - mit Bluetooth

Nie wieder krampfende Hände: Übungen für zwischendurch

Magisch: Wie funktioniert der Touchstone beim Palm Pre?

Ihr Smartphone und Sport: Immer dabei, immer geschützt

Mehr Videos

O₂ > Handy > iPhone

Anmeldung zum Newsletter Aktuelle News O₂ for you

Anmeldung zum Newsletter E-Mail Adresse Anmelden

Ja, ich möchte den O₂ Newsflash abonnieren. Dazu habe ich die Datenschutzbestimmungen zur Kenntnis genommen und stimme ihnen zu.

10.06.11 YouTube Secret Talents präsentiert von O₂ lorem ipsum dolor sit amant weitere News

O₂ auf Facebook O₂ auf Twitter O₂ auf YouTube Forum auf O₂.de Freunde werden Share

Empfehlen 79 Tweet 41

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

02.de

02 Handy Tarife DSL & Festnetz O₂ More Mein O₂ Login

Alle Handys, 21 Handys ohne Tarif

Apple iPhone 4 16GB 119 €

03

02 Handy Tarife DSL & Festnetz O₂ More Mein O₂ Login

Alle Handys, 21 Handys ohne Tarif

Apple iPhone 4 16GB 119 €

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.

