

# Aki Fukai

## Product Designer

## Curriculum Vitae

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### In a nutshell

As a **senior/lead product designer** with more than 20 years and more than 10 years of product & service building experience. I do my best work within small and de-siloed **product teams**. I help amplifying the **strategic impact of design** and shaping the way of working. Together we work on large, **complex projects** over multiple iterations – and form a **trusted and sustainable relationship**.

I'm a Swiss citizen currently live with my family in **Hamburg Germany** working mostly remotely.

### Contact

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## About Me

With 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 towards the answers — for the people who use it and the people who provide and grow it — 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 web based products and services including mobile since 1998.

I believe the best results emerge from a **close collaboration**, be it in internal interdisciplinary teams, or through a consultancy in a **committed relationship** with clients.

In my spare time I am with **my family**, travel and learn from different cultures and practice 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** of Swiss and Japanese heritage. I am **fluent in English** and have an advanced basic knowledge of **French**.

## **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 AG

dtp entertainment AG

**enfore AG**

**Henkel**

JPC

Klinikum Südstadt Rostock

KRAFT Foods (Milka, Kraft)

LG Electronics

natcon7 (part of Nordex)

**Netbreeze** (now part of Microsoft)

Otto Reisen, Reiseland

**PlasticPlan** (MVPF)

receeve GmbH

**Rossmann**

**SAP SE**

**SBB Informatik AG**

Scout24 Schweiz AG

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

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

## **Selected Agencies** in alphabetical order

brink & martens GmbH

**D-LABS GmbH**

DDD Design GmbH

EYELABEL Digital Communication

**Experience One AG**

Freiland Netzlösungen GmbH

**frog design**

Häberlein & Mauerer AG

IconMedialab AG

Interone GmbH

Jung von Matt/next

Kabel New Media AG

**Neue Digitale Razorfish GmbH**

Nolte & Lauth GmbH

OgilvyInteractive

Philipp und Keuntje

Plan.Net

**STURM und DRANG, Innovation Insights**

superReal GmbH (part of DEPT®)

TEMPODOME GmbH

**WowBiz GmbH**

## Work Experience

### 2004 - today

Freelance senior/lead product designer (UX/UI),  
concept developer/consultant IA/UX

**Startups:** i.a. [PlasticPlan](#), [enfore AG](#), Liquid Labs

**Companies:** i.a. [SBB](#), [SAP](#), [Daimler](#), [Telefónica](#), SMB  
& DACH and global brands

### 07.2022 - today

Freelance lead/senior UX/UI designer **Clients:**  
[Babymarkt](#), [Tagesspiegel](#), [Mercedes-Benz.io](#)

### 02.2022 - 07.2022

Freelance lead product designer **Client:** [PlasticPlan](#)

### 06.2020 - today

Partner & senior product designer **App:** [Hello Meet](#)

### 06.2018 - 05.2020

(Freelance) sr. product designer **Client:** [enfore AG](#)

### 02.2016 - 02.2018

(Freelance) senior interaction designer

**Client:** [collectAI](#) (at Liquid Labs/Otto Group)

### 11.2015 - 09.2016 (40-60%)

Freelance sr. interaction designer **Client:** [SBB](#)

### 07.2015 - 10.2015

Freelance sr. interaction designer (design system)  
**Client:** [SAP SE](#)

### 02.2015 - 04.2015

Senior user experience designer

**Client:** [Scout24 Schweiz AG](#)

### 12.2013 - 10.2014

Freelance senior interaction designer

**Client:** [natcon7 GmbH](#)

### 09.2013 - 01.2014

Freelance senior interaction designer

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

### 01.2013 - 04.2013

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

### 05.2011 - 09.2011

Freelance sr. art director / design lead

**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, designer

**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](#), the  
agency's 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:**

Kommunikationsdesign / communication design

## Project Highlights

For a more visual look at projects until the end of 2021 take a look at my [PDF portfolio](#).

### Making plastic packaging sustainable, with data – PlasticPlan

**Duration:** 02.2022 - 07.2022

**Done:** Designing the human centred interface on top of an AI-supported data service empowering enterprises to manage complex packaging data transparently & enabling teams across units to make product packaging sustainable,

**Technology:** Web, Vue.js, Tailwind

**Role:** Lead product designer

### Group scheduling made simple – Hello Meet

**Duration:** 01.2018 - today

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

**Technology:** iOS, Android, Web, React

**Role:** Partner & senior product designer

### Helping local stores to run their businesses – enforce AG

**Duration:** 06.2018 - 05.2020

**Done:** Reservations, pick-up & delivery and dashboard widgets in enforcePOS, online presence, email & business documents

**Technology:** Web/mail (responsive), enforceDasher, enforceDonner

**Role:** Senior product designer

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

**Duration:** 02.2016 - 02.2018

**Done:** White label digital self-service dunning, collections & payment processes, merchant portal

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

**Role:** Senior product designer

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

**Duration:** 11.2015 - 09.2016

**Done:** UX concept, flows, mockups, prototypes (Sketch/InVision)

**Technology:** Web (responsive), iOS, iPad

**Role:** Senior interaction designer

### 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

**Direct client** (with D-Labs)

### 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

### 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

### 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, Style guide

**Role:** Senior art director and design lead

**With:** Neue Digitale / Razorfish