Aki Fukai

Freelance Principal Product Designer UX & UI

Available for 1-18 month full time engagements

Based in Hamburg
Remote/hybrid for Berlin/Ffm projects
Swiss Citizen

- 📞 **+49 172 431 15 00**
- ✈ **aki@fukai.ch**
- 🌐 **www.fukai.ch**
- 💼 **in/fukai**

Skills & Methods

Operational system design: Multi-role workflow design · Mobile-first field applications · Scanner and POS interface optimization · Offline-capable app architecture · Real-time synchronization · Role-based access control (RBAC)

Design-to-code: Figma (Variables/Tokens · Component-driven design · Git workflows · VS Code · Modern HTML/CSS · CSS Transitions

Collaboration tools: Notion · Miro/FigJam · Slack · JIRA/Asana/Linear · Google Sheets

Methods: Shape Up · Jobs-to-be-Done · Service Design · Hypothesis-driven validation · Lean UX

Work approach: Cross-functional alignment · Fast audit-to-implementation cycles · Adapting to regulatory requirements

AI-augmented workflows: Currently exploring AI-augmented UX and design tooling besides ChatGPT, Claude and GitHub Copilot: Figma Make, Relume, tldraw, Figma MCP Server, various LLM-powered website builders

Regional expertise: DACH markets · Hamburg-based with extensive German enterprise experience · EU regulations

Languages

German: Mother tongue
English: Full professional proficiency (C1)
French: Intermediate level (B1)
Japanese & Zulu: Beginner level

Education

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

Principal Product Designer (UX/UI) with over 20 years of experience designing operational software for warehouse systems, point-of-sale terminals, field operations, and logistics platforms.

I specialize in creating intuitive user interfaces for web, mobile, and scanner device in regulated industries, working closely with product managers and engineering teams.

Expertise: UX/UI for operational systems · Multi-device workflows · Mobile, scanner, POS and web interfaces · Compliance and regulations Design systems · Cross-functional collaboration

Results: POS and warehouse systems · Field-to-office workflows · Enterprise platforms with role management · Fast audit-to-product cycles · Enterprise validation

Recent Engagements (by relevance to logistics/warehouse systems)

- ↓ Senior Product Designer, **enfore AG** · ERP Systems / POS SaaS
- ↓ Principal Product Designer, **PlasticPlan (Henkel)** · AI-Powered B2B SaaS / Circular Economy
- ↓ Senior Interaction Designer, **SBB Railway (IVEG)** · Enterprise GIS / Infrastructure SaaS
- ↓ Design Director, **WHATEVER.WORKS (JobRad)** · HR Tech / B2B SaaS Corporate Venture
- ↓ Founding Sr. Interaction Designer, **collectAI (Otto Group)** · FinTech / B2B2C Collections SaaS / ML

Selected Detailed Project Experience

↑ Principal Product Designer, **SDGventure**

Jan 2022 – Present · 4 years 2 months · Part-time advisory role · Remote
Impact-focused venture building collective.

Hands-on strategic design leadership from continuous discovery to delivery in product-design teams for corporate innovation projects. Working as venture building, SaaS and multi-platform expert within Germany's leading sustainable venture ecosystem, collaborating on multiple corporate ventures and spin-offs.

References: Patrick Koegel, Founder & CPO @ SDGventure · More founders and clients upon request

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↑ Design Director, **whatever.works (JobRad)**

May 2023 – Jun 2024 · 1 year 2 months · Contract · Remote ·
Promoted from Principal Product Designer to Design Director upon contract renewal
HR Tech B2B SaaS platform (corporate venture).

Led hands-on product design in tandem with Interim CPO and Tech Lead for corporate-backed B2B SaaS venture from idea validation to minimum lovable product (MVP) launch. Designed UX architecture and UI design system enabling confirmed product-market fit.

Rapid MVP Development & Validation:
- **14-Week Sprint:** Corporate-backed venture from idea validation to MVP launch in 14 weeks, demonstrating rapid audit-to-implementation capability
- **Product-Market Fit:** UX architecture and UI design system enabled scaling to 30+ B2B clients
- **Sales Pipeline:** Design quality contributed to 40+ high-potential leads pipeline

End-to-End Design Leadership:
- **Compliance Architecture:** Streamlined user flows for 150+ countries regulatory framework
- **Technical Integration:** Localization (Lokalise), RBAC, SSO, account customizations, HRIS API integr.
- **Design System:** Scalable architecture enabled rapid feature development and client customization
- **Team Building:** Hired, onboarded design talent within 1 week; mentored toward higher ownership

Stakeholder & Business Impact:
- **Alignment:** Engaged stakeholders across functions ensuring product and UX strategy buy-in
- **Award Recognition:** Contributed to "Best HR Startup 2023" award (8th HR Start-up Award)
- **Successful Spin-Off:** JobRad corporate venture spun off as independent company (2024)
- **Strategic Positioning:** UX&UI execution enabled transition from venture to standalone entity

Methodology Innovation: Modified Shape-Up framework for compliance-heavy regulatory constraints, enabling rapid iteration while meeting legal requirements.
Impact: SDG 8 (decent work and economic growth)

Reference: Uwe Michaelis, Founder & Managing Director @ WHATEVER.WORKS

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↑ Principal Product Designer, PlasticPlan (Henkel Venture)

Feb – Jul 2022 · 6 months · Contract · Remote
AI-powered sustainability compliance SaaS for circular economy.

AI-powered platform automating packaging data management and plastic tax compliance.
Worked as Principal Designer with CPO and Tech Lead, serving major enterprise clients.

Enterprise Impact and Validation:
- Market Validation: Secured LoI from Landbell, Bahlsen, and Melitta confirming market demand
- Cost Efficiency: UX/UI design enabled up to 80% AI-driven reduction in plastic tax reporting costs
- Data Scale: 236M+ data points processed, 800K+ packaging comp., 160K+ products classified
- Corporate Satisfaction: High satisfaction among enterprise clients regarding regulatory compliance

Product design for complex data processing:
- Multi-level data management: Designed role-based interfaces optimizing data entry for operational staff with comprehensive analysis tools for management
- Scalable frontend: Designed and shipped Tailwind-based frontend for multi-level data analysis
- AI-UX integration: Turned AI data checks into actionable interface with low cognitive load
- Context-specific design: Role and context-based sorting and filtering for fast information retrieval
- Collaboration systems: Assignment logic for cross-team collaboration preventing delayed reports
- Bilingual UX: Clear, consistent UX/UI in German and English. Improved flows, microcopy, and interactions in close collaboration with Frontend Lead across agile sprints

Strategic Business Contributions:
- Stakeholder Engagement: Drove technical-business alignment through director-level coordination
- Growth Foundation: Extended stakeholder engagement laying groundwork for strategic expansion
- Vision and roadmap: Defined MVP and long-term roadmap to secure venture funding
- Global Impact: Addresses 40% of global plastic waste and enables regulatory compliance

Environmental Context: Addresses critical sustainability challenge where plastic production GHG emissions projected to account for 15% of Paris Agreement allowed emissions by mid-century
Impact: SDG 12 (responsible consumption and production), SDG 13 (climate action), SDG 14

Reference: Dr. Nora Mundschenk, Corporate Director Global Tax @ Henkel

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↑ Senior Product Designer, enfore AG

Jun 2018 – May 2020 · 1 year 11 months · Hamburg (Hybrid)
Contract extended to permanent employment after 8 months
ERP and POS SaaS platform for retail, hospitality, beauty and service.

Led key UX & UI design initiatives for a retail and hospitality platform serving small and medium-sized businesses. Delivered modules for reservations, pick-up & delivery, online presence, business documents, and KPI dashboards.

Multi-device workflows and scanner integration:
- Cross-device systems: Designed workflows across POS terminals, mobile devices, tablets, and web back-office with real-time synchronization
- Scanner and POS terminals: Created interfaces for time-critical retail operations with barcode scanning, inventory management, and multi-location data sync
- Operational workflows: Developed process maps for fragmented journeys with fast role switches
- Pick-up and delivery: Designed order fulfillment, inventory tracking, and delivery coordination flows

System design and scalability:
- Modular Design Systems: Built scalable architecture for multi-device workflows across gastronomy, retail, services, and e-commerce
- Dashboards: Created modular KPI dashboard system for real-time monitoring across locations
- SME-focused UX: Simplified complex ERP processes for non-technical business users

Engineering collaboration:
- Close developer partnership: Ensured design quality and performance optimization through continuous alignment with development and QA team
- Hamburg-based: On-site/hybrid work enabling direct integration with German engineering teams

Reference: Christophe Stoll, Head of Design @ Enfore's internal design studio – small is beautiful

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↑ Co-Founder & Principal Designer, Hello Meet — Group Scheduling

Jan 2018 – Oct 2021 · 6 years 3 months · Hamburg/Remote
Initially part-time, full-time from Jun 2020
Group scheduling product (mobile app) and social network platform.

Co-founded an uncompromisingly user-centric scheduling platform challenging traditional group scheduling models. Led the complete product design from early concepts and business model design through multiple product iterations.

− **Product Architecture:** JTBD-based UX strategy with hypothesis-driven validation cycles
− **Cross-Platform Systems:** Designed and maintained UI & design systems across iOS, Android, Web
− **Product Development:** Led end-to-end continuous user-centered feature delivery
− **Innovation Model:** Pioneered C2B model redefining traditional scheduling workflows

↑ Founding Sr. Interaction Designer, collectAI (Liquid Labs, Otto Group)

Feb 2016 – Feb 2018 · 1 year 11 months · Hamburg (on-site)
Contract extended to permanent employment after 7 months
FinTech B2B2C SaaS for debt collection automation.

Led UX and UI design as founding Product Designer to create a customer-centric collections platform. Designed scalable dunning and self-service payment flows for enterprise clients in regulated finance environment. Architected B2B2B SaaS receivables management platform with smart ML-driven claim resolution.

Multi-party platform architecture:
− **B2B2B SaaS design:** Built platform serving different stakeholder types (merchants, collection agents, end customers) with distinct workflows and access levels
− **White-label architecture:** Built customizable modular design systems for multiple client brands
− **Payment journey optimization:** Self-service flows reducing customer service overhead
− **Regulatory compliance:** Receivables management workflows within strict financial and GDPR rules

Business impact:
− **Traction:** Delivered product design that scaled receivables management to €25M in 18 months
− **Otto Group context:** Experience within major German logistics/retail organization
− **Hamburg-based:** Deep understanding of German enterprise market through on-site collaboration

Reference: Michael Backes, Co-Founder & CTO @ collectAI

↑ Senior Interaction Designer, SBB Swiss Federal Railways (IVEG)

Nov 2015 – Sep 2016 · 11-month contract · Bern, Switzerland (on-site > hybrid)
Enterprise GIS / Infrastructure SaaS

Digitized vegetation risk assessment for Swiss railway's infrastructure through a GIS-enabled iPad/web application. Mapped complete field-to-office workflows for public sector efficiency and sustainability.

Mobile field applications:
− **Mobile-first for field work:** Designed offline-capable iPad application enabling field workers to capture data in areas with limited connectivity and seamless cloud sync
− **Field-to-office integration:** Mapped complete workflows from field assessment through back-office processing to procurement – comparable to warehouse floor-to-office scenarios
− **Service design workshops:** Comprehensive workflow analysis from field to administration
− **GIS integration:** Map-based data capture and infrastructure visualization enabling workflows from monitoring and assessment to proposing and approving measures.

Cross-platform design:
− **Component library:** Created UI systems aligned with SBB corporate identity for iOS mobile and web
− **Enterprise complexity:** Navigated public sector hierarchies through iterative design workshops
− **Stakeholder management:** Managed multi-level stakeholder requirements across operational staff, management, and regulatory bodies

Reference: Simon Haesler, Product Owner & GIS Specialist @ SBB CFF FFS

↑ Further Engagements until Nov 2025

SAP (Fiori), Mercedes-Benz, Siemens/Unify, Rossmann, Immonet, Telefónica O2 at al.