Aki Fukai
Lead Product Designer

- Hamburg, Zurich
- Hybrid in Hamburg or Zurich remote
- Married, two daugthers
- Swiss

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Design Director (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 offering time-outs. Improved quality and TTM by introducing Shape-Up (JobRad B2B SaaS venture).

People & Process — Fostered alignment with key stakeholders. Hired and mentored a Mid-levlel 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

Strategy — Co-shaped and tested C2B business model.

Product & Process — Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement. Built and shipped a mobile design system (iOS, Android, web).

Senior Product Designer (hybrid), enfore AG Jul 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 minimal design systems for the claim mgn 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 12 years experience of building digital products and services from zero to one and beyond. I excel at simplifying complexity in agile collaborative, cross-silo, well-connected environments – at eye level with product leadership.

Partnering on digital innovations that tackle environmental and social issues with strategic design thinking.

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 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