

Aki Fukai

Principal Product Designer
B2B/2C SaaS Platforms Specialist
& Venture Builder

I'm curious to learn about your strategic objectives and biggest challenges.

[Let's talk](#) and see how we can solve them one at a time and push the limits together.



Elbchaussee 15
22765 Hamburg, Germany
USt-IdNr. DE229552221

+49 172 431 15 00
aki@fukai.ch
<https://fukai.ch>

Credo

I make people's interactions with connected devices simple so that the products we build create real value for users, businesses, and the planet.

What we build

Device agnostic **platforms** and **products**, dynamic data-driven **applications (web, mobile, POS)** — whatever helps your multilingual customers and your business thrive — from **zero to one and beyond**.

Typical role what I bring

Principal Product Designer. I oversee the full stack of product-driven design, including product strategy, UX research, IA, interaction and UI design, coaching, mentoring, and UX consulting — in tandem with product leadership/CPO and Tech Lead/CTO.

I bring a curious, product-driven design mindset and approach to product discovery and delivery. I utilize customer and user journey mapping, JTBD informed user insights, wireflows, user flows, LoFi to HiFi prototypes, UI mockups, component libraries, and design systems — based on lean UX and Shape Up's principles.

I lead hands-on and aligned across functions, together with leadership and key stakeholders driving strategic decisions and tradeoffs forward.

Tools

Pencil & paper/Whiteboard, Figma, Miro/FigJam, Notion, VS Code, Git, HTML/CSS, Markdown, Google Sheets, Slack, JIRA/Asana/Linear

Experience

Over 12 years of hands-on, product-driven design leadership from product discovery to delivery, from zero to one and beyond. Previously, I worked as an art director and UX consultant in digital agencies and consultancies with world-renowned clients and brands.

View responsive prototypes: [Dashboard desktop](#)[Dashboard mobile](#)[Complete flow](#)

PlasticPlan: Making Plastic packaging sustainable, AI-powered, zero to one.

Worked as Principal Designer with CPO and Tech Lead to build the first version of a much bigger idea.

Improved product delivery speed and quality

- Resulting in faster time-to-market and successful deployment of 12+ product initiatives.
- By introducing Shape-Up, aligning cross-functional stakeholders, and mentoring design talent.

Enterprise Impact and Validation

- Secured LoI from Landbell, Bahlsen, and Melitta
- 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

Role: Principal Product Designer

Duration: 6 months contract, from zero to ready to scale

Technology: Web, Vue.js, Tailwind

Impact: SDG 12 (responsible consumption and production), SDG 13 (climate action), (SDG 14, 9)

Established scalable multilingual design infrastructure

- Facilitating a smooth rollout in multiple locales.
- By building a complex responsive design system in collab with the FE lead and integrating Lokalise.

Shipped product capabilities in a nutshell

Collect, evaluate and visualize packaging data and its impact on the environment with built-in collaboration.



[View prototype:](#)  Claim management flow

Receivables redefined, customer centric & data informed – collectAI.

Led the UX as the founding product designer simplifying collections end-to-end, with a data informed and adaptive payment journeys.

Designed and helped shipping from scratch

- Next generation **claim management platform**
- Mobile first modular end customer facing **white label payment journeys**
- Established **design system/ops** as a team of one
- **Hackathon** (AI-powered financial forecast tool)

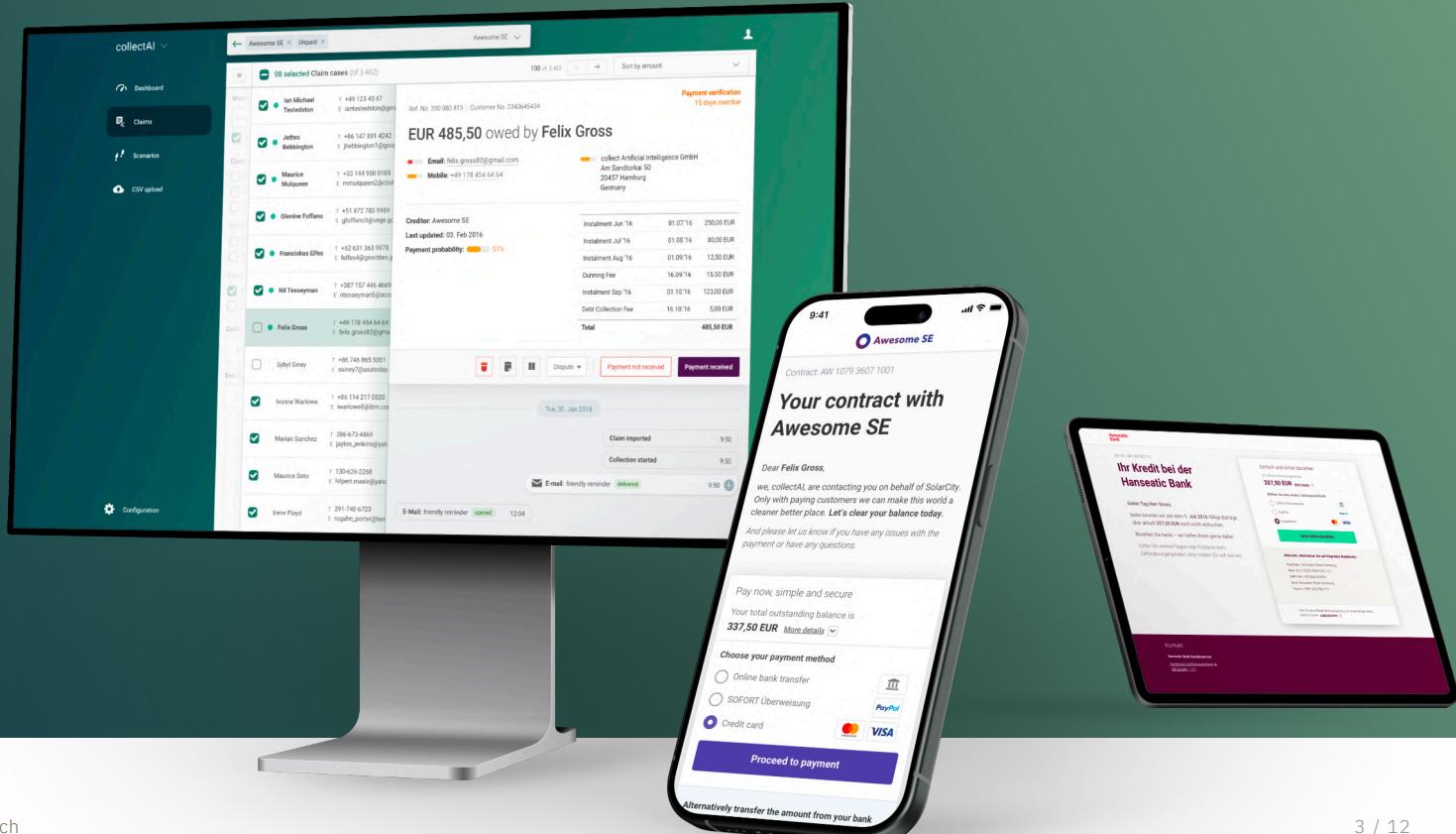
Results

- Crafted the product design that scaled receivables management to **€25M in 18 months**
- Increased **realization rate by 33%**
- Processing **cost reduction by >30%**
- Helped ship **regulatory compliant** receivables management workflows and payment flows **within strict financial and GDPR rules**

Role: Senior Product Designer

Duration: 2 years, from inception at Liquid Labs (Otto Group) to scale; Contract extended to perm. employment after 7 months

Technology: mobile first responsive web/email, React



Helping local stores to run their business – enforePOS.

Led key UX & UI design initiatives for a retail and hospitality ERP platform serving small and medium-sized businesses.

Designing for complex journeys across a multi-device landscape

End-to-end discovery and delivery of:

- Reservations at POS and online
- Pick-up & delivery at POS and online
- Data driven dashboard KPI widgets
- Continues improvement of enforePOS
- Designed and shipped Online Presence
- Dynamic email & business docs
- Extension of the design system across proprietary mobile, tablet, desktop devices, web and email

Role: Senior Product Designer

Duration: 2 years, started at precious design studio.

Technology: enforePOS software, React, Foundation 4 Emails

Contract extended to perm. employment after 8 months



Hello Meet: Finding time together made simple. Finally.

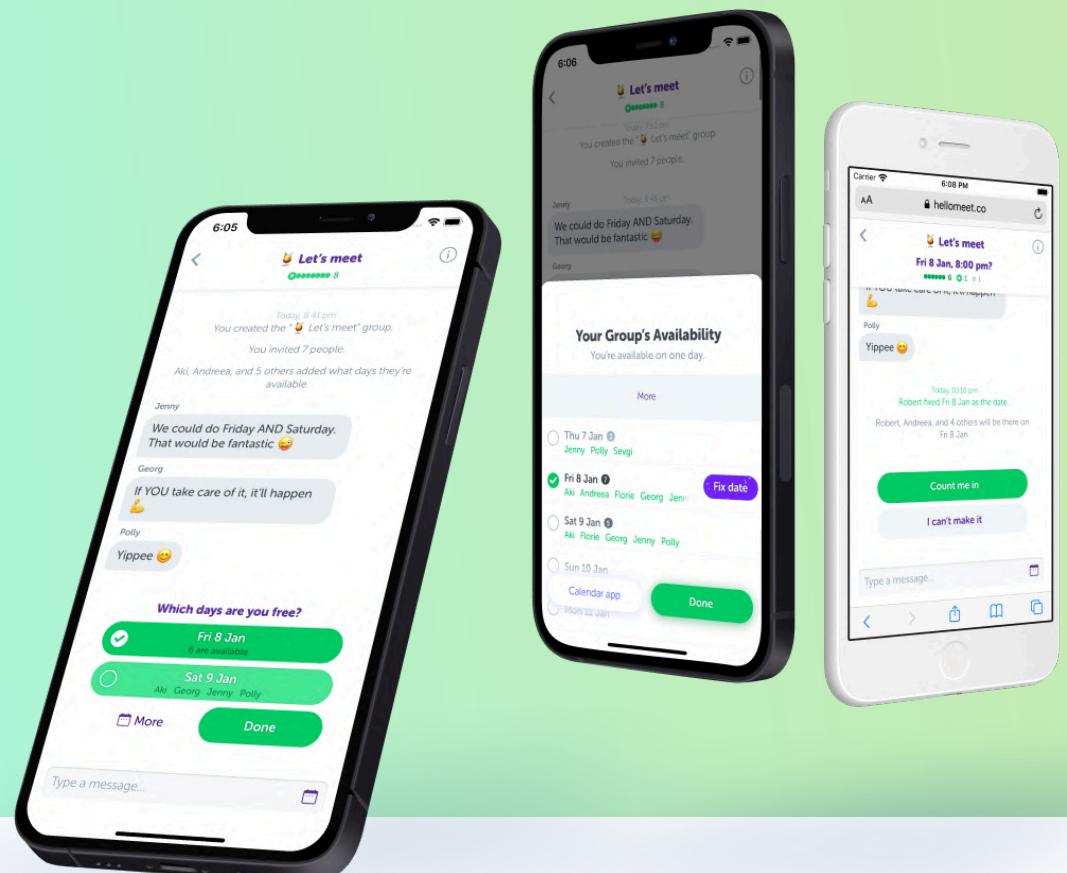
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- Established hypothesis driven product design and developments
- Introduced JTBD based user flows and UIs
- **Shipped multiple iterations** based on qualitative insights
- Developed and tested **new feature discovery**, testing and development
- Drove Continuous improvements and **UI component library**
- Continuous **sensing and responding**
- Co-shaping and testing the **C2B business model**

Role: Partner & Product Designer

Duration: ~2 years (net), started as a side project, evolved into full time*

Technology: iOS, Android, Web, React



whatever.works: Freedom to work from anywhere, legally compliant.

Scaled the JobRad-backed HR Tech SaaS from zero to MVP to 30+ enterprise clients in under a year, rebranding it while locking in product-market fit.

Turned a chaotic initiative into an award-winning compliance platform for remote work

Led product design hands-on in tandem with interim CPO and Tech Lead

- MVP launch in 14 weeks, scaling to 30+ enterprise clients and coverage of 150+ countries.
- Introduced Shape-Up for continuous discovery for faster and higher quality delivery.
- Fostered alignment with key stakeholders
- Hired and mentored fresh design talent.

Established scalable multilingual design infrastructure

- Resulting in a smooth rollout of compliant customer journeys across geographies.
- By building a custom responsive design system and integrating Lokalise, aligned with HR workflows.

Recognized as Best HR Startup 2023

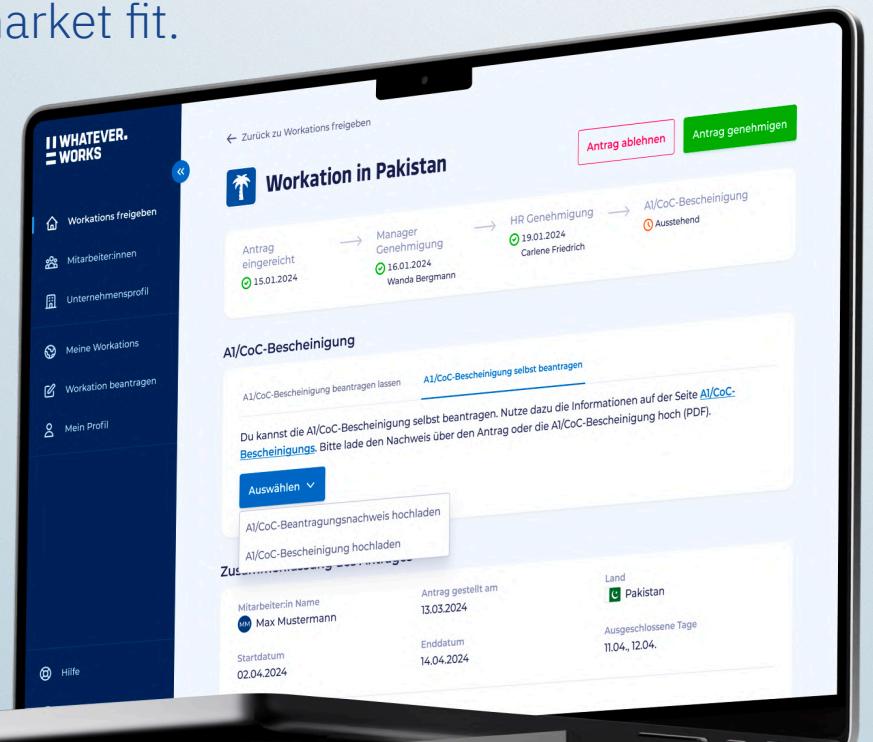
- Through combining product delivery excellence with user-centric compliance flows.

Role: Principal Product Designer → Design Director

Duration: 14 months contract, from zero to one

Technology: Web, React, Material UI

Impact: SDG 8 (decent work and economic growth)



Unify Project Ansible.

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

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.

Technology: iOS, Android, Web, WebRTC

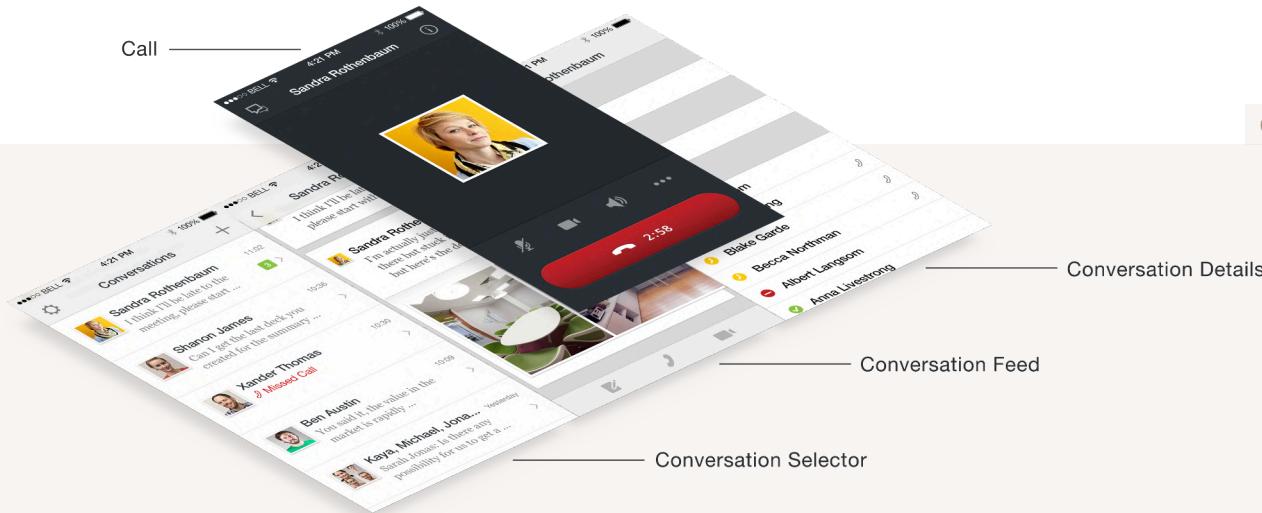
Role: Senior Interaction Designer

Duration: 5 months contract



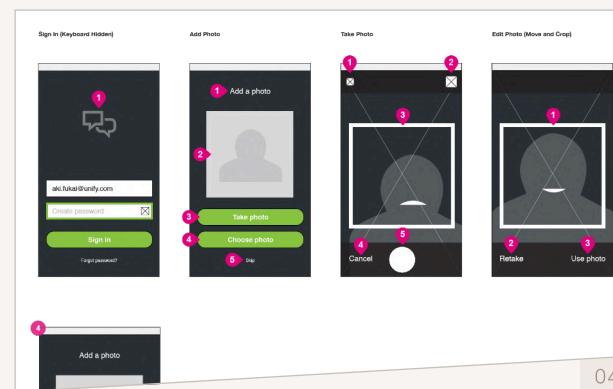
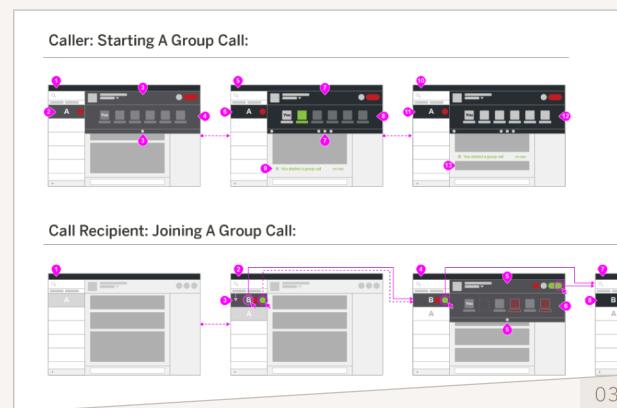
Unify Project Ansible.

Making work more productive, connected and human centered.



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.

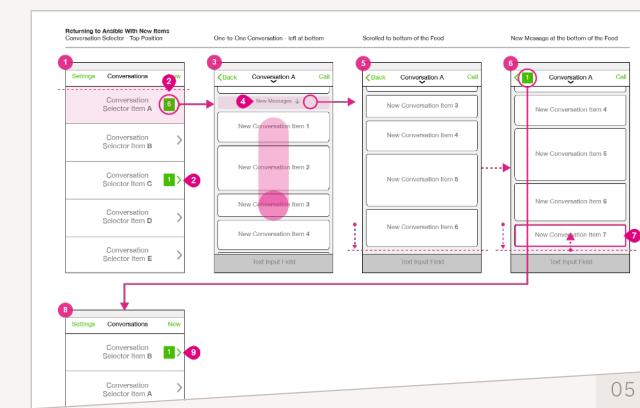
I helped designing and specifying overarching concepts, user flows, detailed interactions and UI components throughout web and mobile for a broad range of features e.g. conferencing, (group) voice/video calls, textual conversations, notifications, first use etc. in collaboration with frog's designers and Unify's product owners.



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



Role: Senior Interaction Designer
Agency: frog design

O2 Relaunch.

- **Created** the design to win this challenging account
- **Lead** art directors and designers
- **Consulted** on IA and UX
- **Simplified** complex tariff/device shopping flows
- **Designed** a unified and modular teaser concept
- **Optimized** for Tablet/touch
- **Aligned** to the brand
- **Documented** the UX in a style guide

What: Web Portal, eCommerce Platform

Role: Senior Art Director, Design & Concept Lead

Duration: 5 months contract



01

The landing page features a large image of the HTC Desire S with a red 'Preissenkung' (price reduction) badge. A sidebar on the left lists recommended phones. Below the main image are three phones: HTC Wildfire S, Apple iPhone 4 16 GB, and another Apple iPhone 4 16 GB. Each phone has a price of 9,99 € and a 'Handy wählen' (choose phone) button. A 'connect GUT' banner is present. At the bottom, there are four video thumbnails: 'Tipps für Fahrer: Sicher im Auto unterwegs - mit Bluetooth', 'Nie wieder krampfende Hände: Übungen für zwischendurch', 'Magisch: Wie funktioniert der Touchstone beim Palm Pre?', and 'Ihr Smartphone und Sport: Immer dabei, immer geschützt'. A newsletter sign-up form is at the very bottom.

O2 Relaunch. The consumer portal and it's e-commerce flows newly conceived and designed from ground up.

02

02.de

03

04

The screenshots show the consumer portal's homepage, a promotional offer for the iPhone 4 (189 €), a list of phones, and a detailed phone listing for the iPhone 4 (119 €). Each screen includes various promotional banners and navigation elements.

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.

Visualizing the new concepts from the **epicenter** – 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.

Screens

- 01 Phone landing page with panorama teaser
- 02 Home with modular teaser
- 03 Mobile phone shop catalogue
- 04 Mobile phone detail page

Role: Senior Art Direction, Design Lead

Agency: Razorfish

Duration: 5 months contract

O2 Brand Design Guidelines. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

Brand Style Guide

- 1-4 Sections
- 5-8 Type, color, UI
- 09 Flexible headers

- 10 Grid
- 11 Dimensioning
- 12 Modular teasers

Basic visual language & brand assets Visual language Brand assets - Visual identity - Gradient colors - Typography - Icons - Images - Motion - Text - Line art style	Basic design system, modules & elements System level - User interface elements - Design patterns - Navigation - Modules and header - Footer - Content areas - Components - Labels - Buttons - Forms - Colors	1 - 4	5 - 8	09
Consumer portal o2.de / zonline.de Page types - Modules - Pages - Modular Tables	Applications Online Shop - Product search - Product Configuration - Order Management Global - Logos - Corporate Information - Offer Communication - Change Process			48
<p>"Using one grid across all websites means it's easier to share. That saves time and money."</p> <p>The grid is a quick, simple way to create consistency. Using the grid in your designs creates pages that have a sense of order and encourage intuitive behavior from users. It also means you can create a broad system for a site that works through the world, with the relevant details in different markets. Pages can be similar and very different, but clearly come from the same brand. The grid also allows markets to share assets quickly, easily and cheaply.</p> 	<p>Basic design system The O2 grid</p> <p>Vertical grid</p> <p>International grid (German Portal)</p> <p>International grid (UK portal)</p>	42	46	96
	<p>10</p> <p>11</p> <p>12</p>			

Clients & Agencies

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Mobility and availability	Nationality Location and time zones	Swiss citizen Hamburg, Berlin, Zurich (hybrid) · EST to GST (remote)		
References	Clients I have worked with	academics (Die Zeit, Forschung & Lehre) Audi Beiersdorf (Eucerin) collectAI (Liquid Labs/Otto Group) CTS Eventim Daimler/Mercedes-Benz enfore AG	Henkel (PlasticPlan Venture) Immonet (Axel Springer) JobRad (whatever.works Venture) Liebeskind Berlin Netbreeze (acquired by Microsoft) receeve Rossmann	SAP SE Swiss Federal Railways SBB Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
	Agencies I have worked with	D-LABS DDD Design Experience One EYELABEL Digital Communication Freiland Netzlösungen frog design Häberlein & Mauerer Interone	MVPF Technologies Neue Digitale/Razorfish Nolte & Lauth precious design studio Sturm und Drang, Innovation Insights superReal (now Dept) Tempodome (SinnerSchrader Studios leadership)	
Studies		University of Applied Sciences, Department of Design HAW Hamburg Major field of study: Design conception for digital media, advertising (print), corporate design. Furthermore Bauhaus-inspired design studies in typography, photography: b&w (darkroom). drawing, color and form.		
Languages	German English French Japanese & isiZulu	Native tongue Full professional proficiency in speaking and writing Intermediate level (B1) Beginner level		