

# Aki Fukai

Senior Principal Product Designer  
B2B/2C SaaS Platforms  
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.



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## Credo

I focus on the **human experience in relation to connected devices and to other humans on the other end of connected devices**, driving real value creation for the people using a product, business, and planet.

## What we build

New device agnostic **platforms** and **services**, dynamic data-driven **applications (web, mobile, POS)** — whatever helps your multilingual **customers** and your **business** thrive.

## Typical role

what I bring

**Lead Product Designer** over the full stack of **product driven** design with product strategy, UX research, IA, interaction and UI design, coaching, mentoring and UX consulting.

**I bring curiosity, product driven design thinking & doing, agile mindset & practice** from product discovery to delivery. User & customer journeys, user insights, user flows, wireflows, LoFi to HiFi prototypes, UI mockups, component libraries, design systems.

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

## Software

Pencil & paper/whiteboard, Figma, Miro, Notion, VS Code, Git, IA Writer, Affinity Suite, Trello, Slack, Asana, JIRA etc.

## Experience

Over 12 years of product driven design practice from zero to one and beyond; Most recently over 9 years of startup and agile product discovery, building and shipping experience. Before that years of marketing & brand driven experience in agencies and consultancies with renowned clients.

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

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

## 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

## Enabled dozens of B2B customers to offer time-outs to employees

- As measured by signed customer companies within months of launch
- By co-leading product design, defining user flows and UIs, and supporting business model rollout

## Established scalable multilingual design infrastructure

- Resulting in a smooth rollout across multiple locales
- By building a complex responsive design system and integrating Lokalise

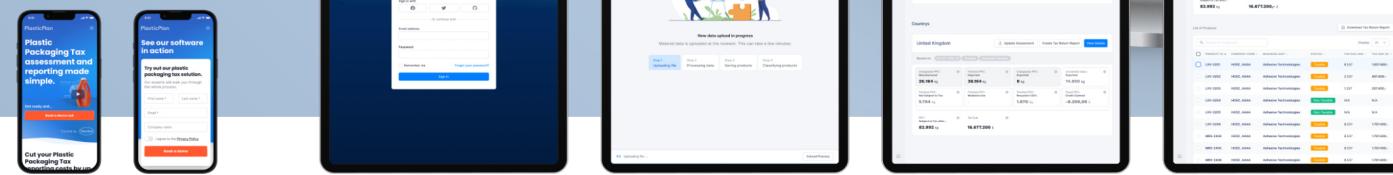
## Product capabilities in a nutshell

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

**Duration:** 6 months contract, from zero to one



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

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

Led hands-on product design in tandem with the interim CPO and Tech Lead, turning a chaotic initiative into an award-winning compliance platform for remote work

- With MVP launch in 14 weeks, scaling to 30+ enterprise clients and coverage of 150+ countries
- By introducing Shape-Up for faster and higher quality delivery, fostering alignment with key stakeholders, hiring and mentoring 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

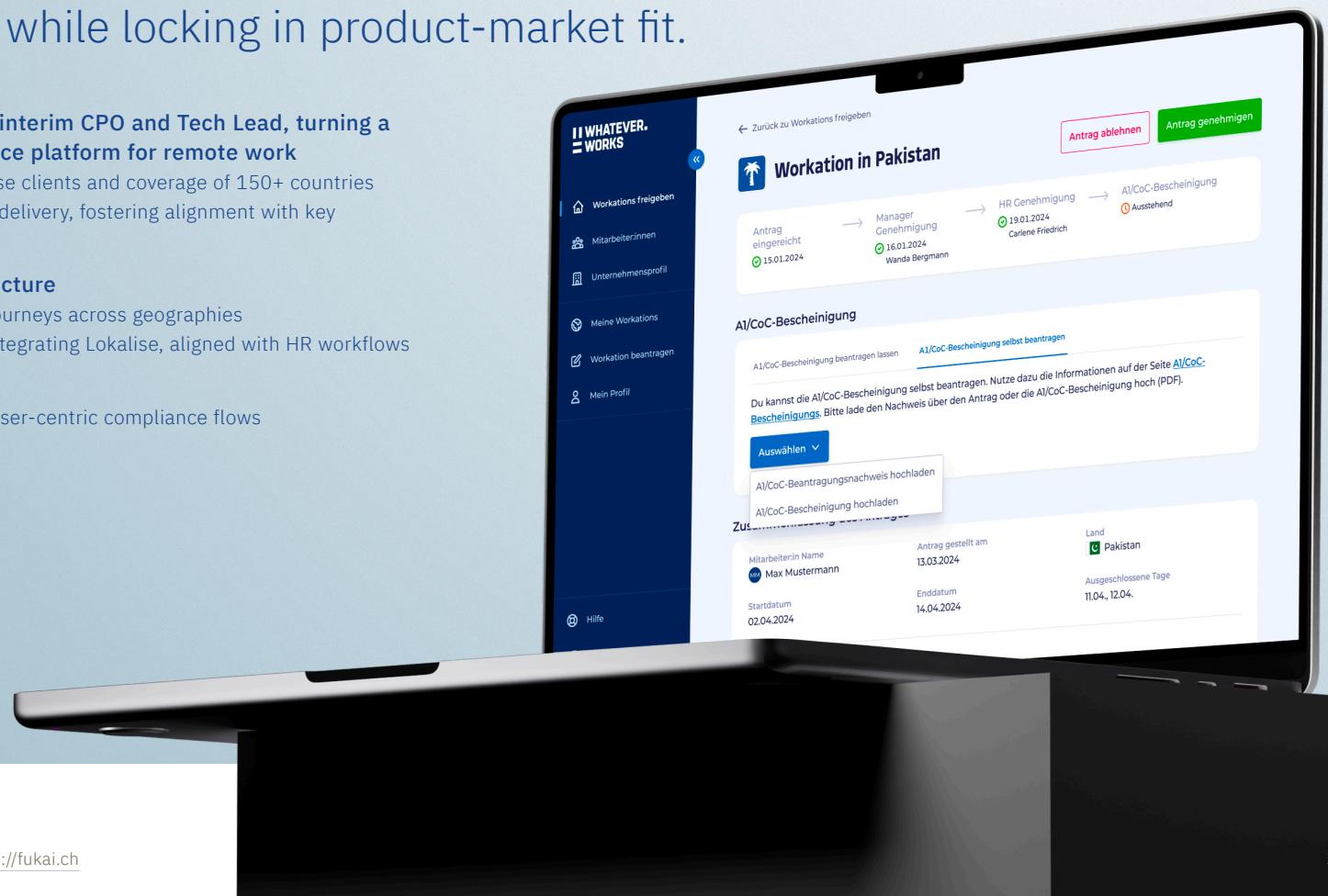
Recognised as Best HR Startup 2023

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

Technology: Web, React, Material UI

Role: Lead Product Designer → Design Director

Duration: 14 months contract, from zero to one



# Hello Meet: Finding time together made simple. Finally.

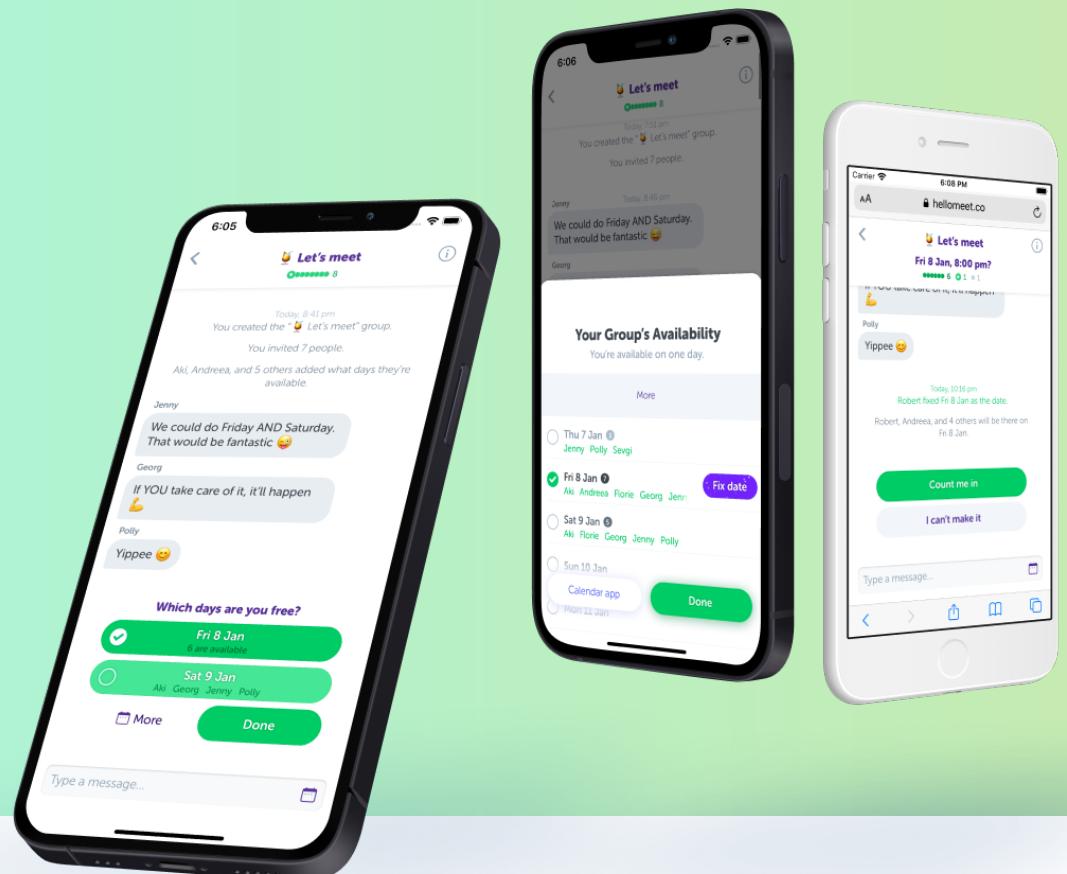
Making group appointments super simple for everyone.  
Privacy first. Customer-to-business. No ads.

- Hypothesis driven product design and development
- JTBD based user flows and UIs
- Shipped v1 based on qualitative insights
- New feature discovery, testing 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

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



# Helping local stores to run their business – enfore.

Turning eCommerce on its head with an easy to use POS and ERP System wrapped in elegant devices.

A fully connected Service as a Software across devices.

## 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

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

**Role:** Senior Product Designer

**Duration:** 2 years, started at precious design studio from ft freelance to permanent



# Receivables redefined, customer centric & data informed – collectAI.

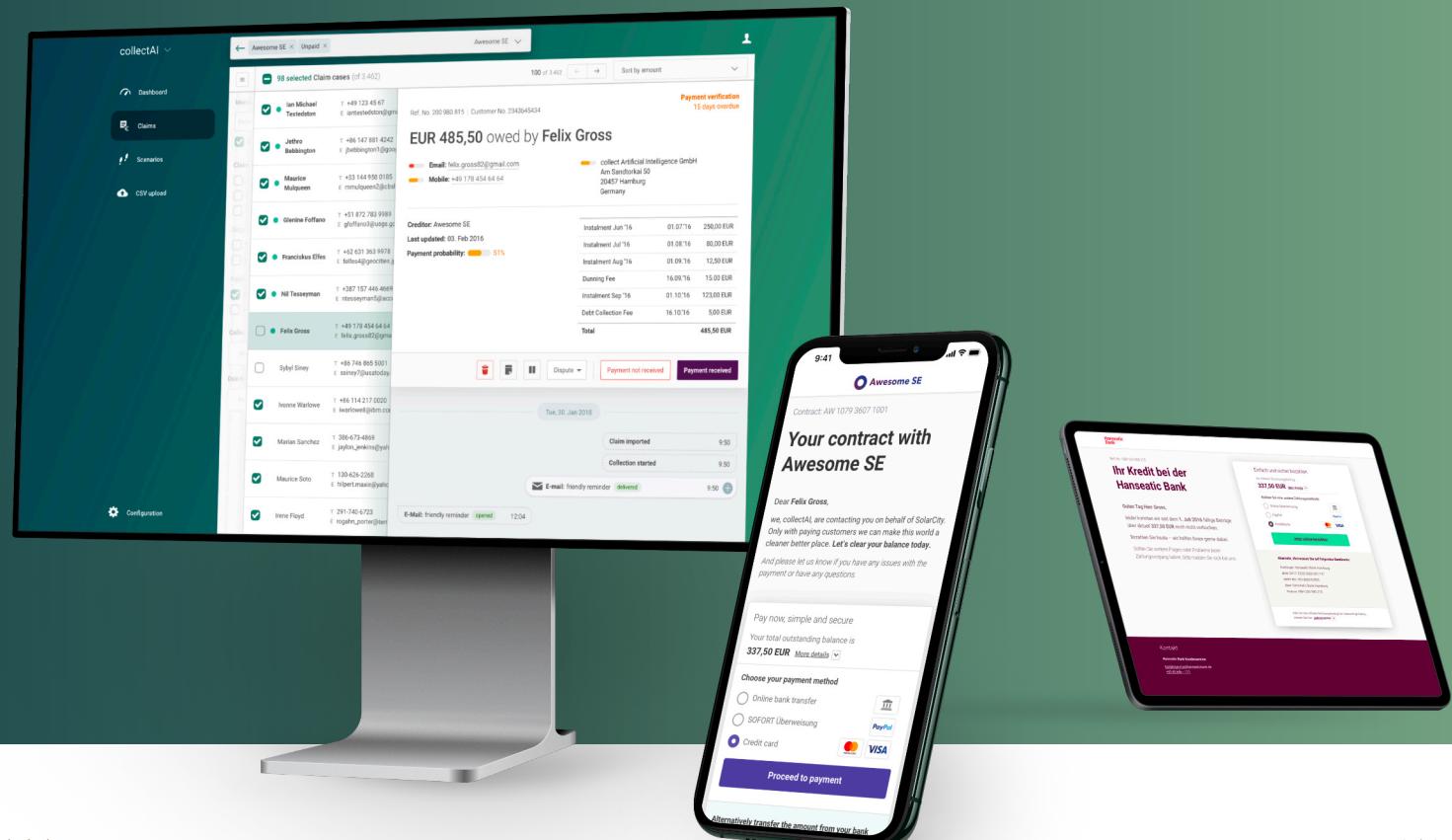
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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

**Duration:** 2 years, from inception at Liquid Labs (Otto Group) to scale



# 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

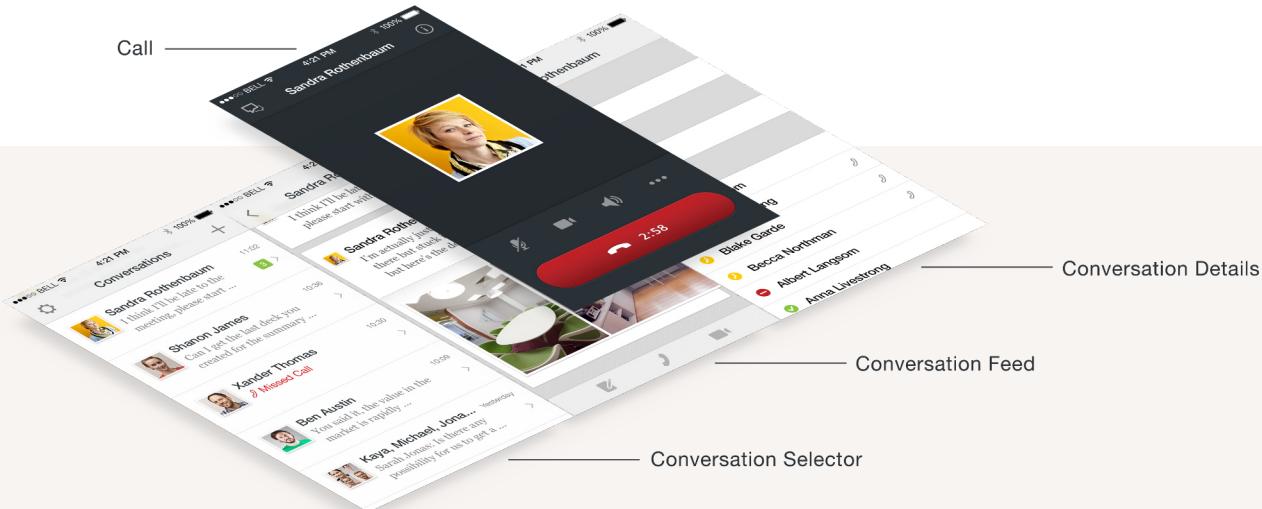


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# Unify Project Ansible.

Making work more productive, connected and human centred.

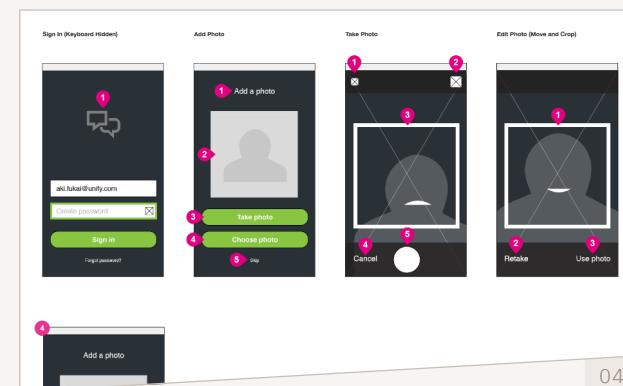
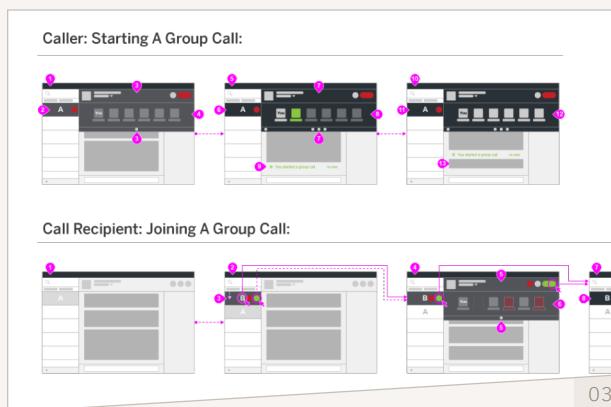
[Projectansible.com](http://Projectansible.com) (Circuit)



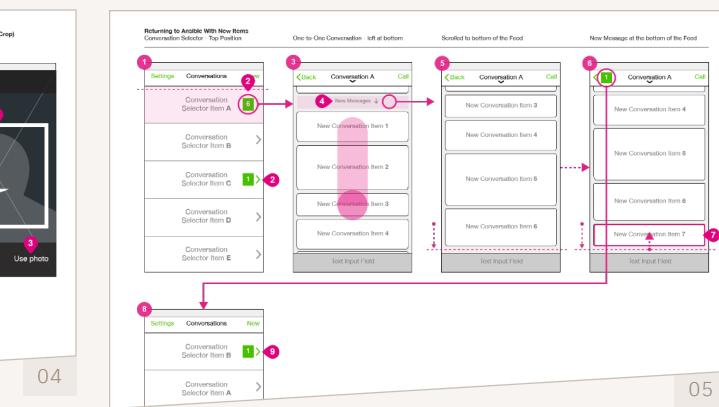
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**Project's story:** Unify – formerly Siemens Enterprise Communications – in close partnership with frog envisioned and defined workforce communication with the end-user at its core to build a single platform that works across multiple devices.

I helped conceiving and designing thoughtful 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.



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## 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

# Aki Fukai

## Professional Experience + Education

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<b>Personal data</b>	Nationality Marital status & family	Swiss Married, father of two daughters		
<b>References</b>	Clients I have worked for and with	<b>academics</b> (Die Zeit, Forschung & Lehre) <b>Audi</b> Beiersdorf (Eucerin) <b>collectAI</b> (Liquid Labs/Otto Group) <b>CTS Eventim</b> <b>Daimler/Mercedes-Benz</b> <b>enfore AG</b>	<b>Henkel</b> (PlasticPlan Venture) <b>Immonet</b> (Axel Springer) <b>JobRad</b> (whatever.works Venture) Liebeskind Berlin <b>Netbreeze</b> (acquired by Microsoft) receeve <b>Rossmann</b>	<b>SAP SE</b> <b>Swiss Federal Railways SBB</b> Sony Deutschland <b>Telefónica Germany</b> (o2) <b>Unify</b> (formerly Siemens Enterprise Comm.)
	Agencies I have worked with	<b>D-LABS</b> DDD Design <b>Experience One</b> EYELABEL Digital Communication Freiland Netzlösungen <b>frog design</b> Häberlein & Mauerer Interone	<b>MVPF Technologies</b> <b>Neue Digitale/Razorfish</b> Nolte & Lauth <b>precious design studio</b> <b>Sturm und Drang, Innovation Insights</b> superReal (now Dept) Tempodome (SinnerSchrader Studios leadership)	
<b>Studies</b>		<b>University of Applied Sciences, Department of Design HAW Hamburg</b> 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, colour and form.		
<b>Languages</b>	German English French Japanese & isiZulu	Native tongue Full professional proficiency in speaking and writing Intermediate level (B1) Beginner level		