AKI FUKAI

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Portfolio June 2022
More current work and prototypes on request

Current Roles

Lead product designer,
concept developer &
UX consultant

I'm excited to take on any challenge your team may have. **Let's talk** and see how we can push the limits together.

Profile

Credo: Focus on the human experience and joy of use, serving a purpose on a systems level. Preferring to work informally across disciplines as equals – with peers and clients, together driving the strategic decisions and tradeoffs, based on current insights and learnings – and especially interested in climate action and regenerative design.

Together we build new device agnostic platforms and services, dynamic data-driven applications (web, mobile, POS) — whatever means help your diverse and multilingual customers and your business thrive.

Roles: Lead product designer (interaction and user interface designer, information architect, concept developer, CI and branding, UX/design coach and consultant).

What I contribute: Curiosity, agile, product driven thinking & practice, product discovery, user & customer journeys, user research, user flows, wireframes, lofi to hifi prototypes, UI mockups, component libraries, style guides, design systems.

Software: My ears, mind, pencil & paper, Figma, Sketch, Miro, VS Code, Git, IA Writer, Notion, Affinity Photo, Trello, Slack, Asana, Basecamp, JIRA etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200. **Experience:** Over 14 years of product driven design practice, Many years of agency, consultancy and most recently over 6 years of startup and product building experience.

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Professional Experience + Education

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Personal data	Nationality Marital status	Swiss Married		
References	Clients I have worked for and with 2008 - today 1997 - 2007	**academics** (Die Zeit, Forschung & Lehre) **Audi** Baden-Württemberg Ministry of State Beiersdorf (Eucerin) BMW (bmw.com) **collectAI** (Liquid Labs / Otto Group) **CTS Eventim**	**Daimler / Mercedes-Benz** **enfore AG** **Henkel** (PlasticPlan with MVP Technologies) **Immonet** (Axel Springer) Klinikum Südstadt Rostock **Netbreeze** (acquired by Microsoft) receeve	**Rossmann** **SAP SE** **Swiss Federal Railways SBB** Siemens Medical Solutions Sony Deutschland **Telefónica Germany** (o2) **Unify** (formerly Siemens Enterprise Comm.)
	Agencies I have worked with 2008 - today 1997 - 2007	**D-LABS** DDD Design **Experience One** Eyelabel Digital Communication Fork Unstable Media Freiland Netzlösungen **frog design** Häberlein & Mauerer	Interone Jung von Matt/next Kabel New Media AG (BMW Unit) **MVPF Technologies** **Neue Digitale / Razorfish** Nolte & Lauth OgilvyInteractive Plan.Net	**precious design studio** SpiritLink **Sturm und Drang, Innovation Insights** superReal (now Dept) TEMPODOME WowBiz
Studies	03.1994 - 09.1998	University of Applied Sciences, Department of Design HAW Hamburg Major field of study: Design conception for digital media, advertising (print), corporate design. Other acquired skills: Typography, photography: b&w (darkroom), classical education in drawing, colour and form		
	09.1993 - 02.1994	PAW Akademie für Gestaltung; Subject: Communications design		
Languages	German English French	Native tongue Business fluent in speaking and writing Extended basic knowledge		

PlasticPlan: Making Plastic packaging sustainable, AI-powered, at scale.

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

- **Lead product discovery, user research, UX & UI Design**
- **Close collaboration with product lead, engineers and stakeholders**
- **Prototype of the entire flow**
- **Concept & design: product marketing landing page**
- **Design & product documentation**
- **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

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**
- **New feature concept 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

Helping local stores to run their business – enfore.

Turning eCommerce on its head with software and POS hardware, end-to-end and customer centric.

- **Reservations**
- **Pick-up & delivery**
- **Dashboard KPI widgets**
- **enforePOS**
- **Online presence**
- **Email & business documents**
- **Extension of the design system**

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

Role: Senior product designer

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

Unify Project Ansible.

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.

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

01

Unify Project Ansible.

Making work more productive, connected and human centred.

Projectansible.com (Circuit)

02

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

I helped conceiving and designing the **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 the product owners.

03

04

05

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 design
Agency: frog design

O2 Relaunch.

- **Created** design to win a challenging client
- **Lead** art directors and designers,
- **Consulted** on IA and UX
- **Simplified** the complex shopping flows
- **Designed** a unified and modular teaser concept,
- **Optimised** for Tablet/touch,
- **Aligned** to the brand,
- **Documented** it in a style guide.

01

O2 Relaunch. The consumer portal and it's e-commerce flows newly conceived and designed – in about four months.

o2.de

02

03

04

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.

Visualising the new concepts from the **epicentre** – 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 it's 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.

Role: Senior art direction, design lead
Agency: Razorfish

Screens

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

O2 Style Guide. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

Images (Style Guide)

1-4 Sections
5-8 Type, colour, UI
09 Header flexibility
10 Grid
11 Dimensioning
12 Modular teasers

1 - 4

5 - 8

09

10

11

12

Aquila Capital Responsive corporate website for alternative investments.

aquila-capital.de

02

03

04

01

05

Project's story: Going fully **content first** in **close collaboration** with the client and structuring and linking the complex content upfront allowed for an extremely flexible and **modular approach**.

The **dynamic interlinkage** and content focused navigation enables **logic and fast and explorative user flows** from topic overviews down to product details, responsible managers, research articles, videos and location data.

Custom icons for categories and content types and large emotional photography add the spice and app-like feel to this content heavy and growing website.

Technology: Locomotive CMS (Rails)

Role: Concept IA/UX, art direction, UI design
Agency: WowBiz

Screens

01 Mobile: liquid assets overview
02 Tablet: about and worldwide locations
03 Desktop
04 Laptop: liquid assets funds
05 Content structure

01

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

02

03

04

Project's story: This was a project like **startup**. On top of a growing social media data mining technology we designed a **strategy** and **look and feel** for a **consumer friendly service**.

A highly dynamic topic summary inviting every one to take part or just lean back and enjoy a new generation of **social news**.

Besides that we re-conceived the Report Summary Mail as dense **summary of significant weekly changes**.

The core part is a **modular sentence** that summarises the story — combined with the most relevant trends in **easily digestible figures**.

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Wireframes and screens

01 High fidelity Paper Prototype (Omnigraffle)
02 Social Media Summary E-Mail, Case 1
03 Social Media Summary E-Mail, Case 2
04 Social Media Summary E-Mail, Case 3

Rossmann Online-Shop.

A completely overhauled and massively improved shopping experience by customer centred design.

- Iterative overall inside-out optimisation
- A baby's world with useful advice
- Thematic worlds
- Discovery search and filtering
- Customer acquisition & loyalty programs
- Single sign on
- And more ...

01

Rossmann Online-Shop: Optimising search, filtering and faceted navigation.

rossmannversand.de

02

03

04

Project's story: Based on a preceding usability test – and far beyond – we made the vast and diverse product range more accessible and the **search experience** more **intuitive and lightweight**.

Introducing a **suggested search** faceted by term, brand, category bread crumbs and product suggestions allowed for **easy and quick discoverability**.

Redesigning the **filter UI** reached from improving the visibility over better defaults, faster and easier handling and improved look feel.

Technology: FACT-Finder

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Screens

01 Home with search suggestions
02 Search suggestions, dimensioning
03 Filtered product list / search result
04 Product list / search result, documented

Launch: Rossmann corporate portal.

Rossmann quality brands incl. a product finder, a career portal, a baby's world and more.

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

02

03

Project's story: To position Rossmann as a quality leader of its branch online its quality brands had to become an integrated part of the corporate site.

Together with WowBiz I crafted a **new concept and design from scratch**. The portal with the quality brands at its core got a **clear structure**, an appropriate **look and feel** and thoroughly optimised **usability**.

By means of a sensible categorisation, emotional and branded index pages, a **contextual teaser concept** and an **innovative product selector** the client's expectations were not just met but exceeded.

Screens

01 Brand home with product finder
02 Product detail
03 Quality brands home
04 Category (baby and child) home

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

My Mercedes. Personalisation of the Mercedes-Benz passenger cars next generation website.

mercedes-benz.de/mein-mercedes

01

02

03

04

05

06

Screens

01 My Mercedes home, teaser page (concept)
02 Premium content landing page (concept)
03 Mercedes magazine (concept)
04 My Mercedes home, logged in (concept)
05 Saved vehicles
06 Editing personal profile

Particularly Mercedes-Benz car owners can profit from premium content and individual services. The personalised user experience is focused on an enhancement of the online sales process, the customer loyalty and the customer service.

Role: Art direction, user interface design | Agency: Nolte & Lauth