

AKI FUKAI

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.



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W <https://fukai.ch>

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.

AKI FUKAI

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 09.1993 - 02.1994	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 PAW Akademie für Gestaltung; Subject: Communications design		
Languages	German English French	Native tongue Business fluent in speaking and writing Extended basic knowledge		

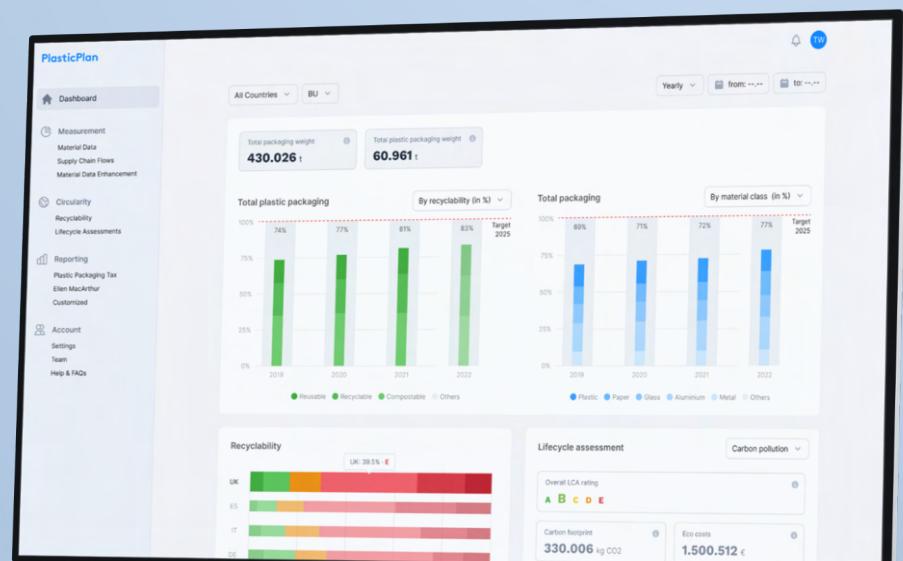
PlasticPlan: Making Plastic packaging sustainable, AI-powered, at scale.

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



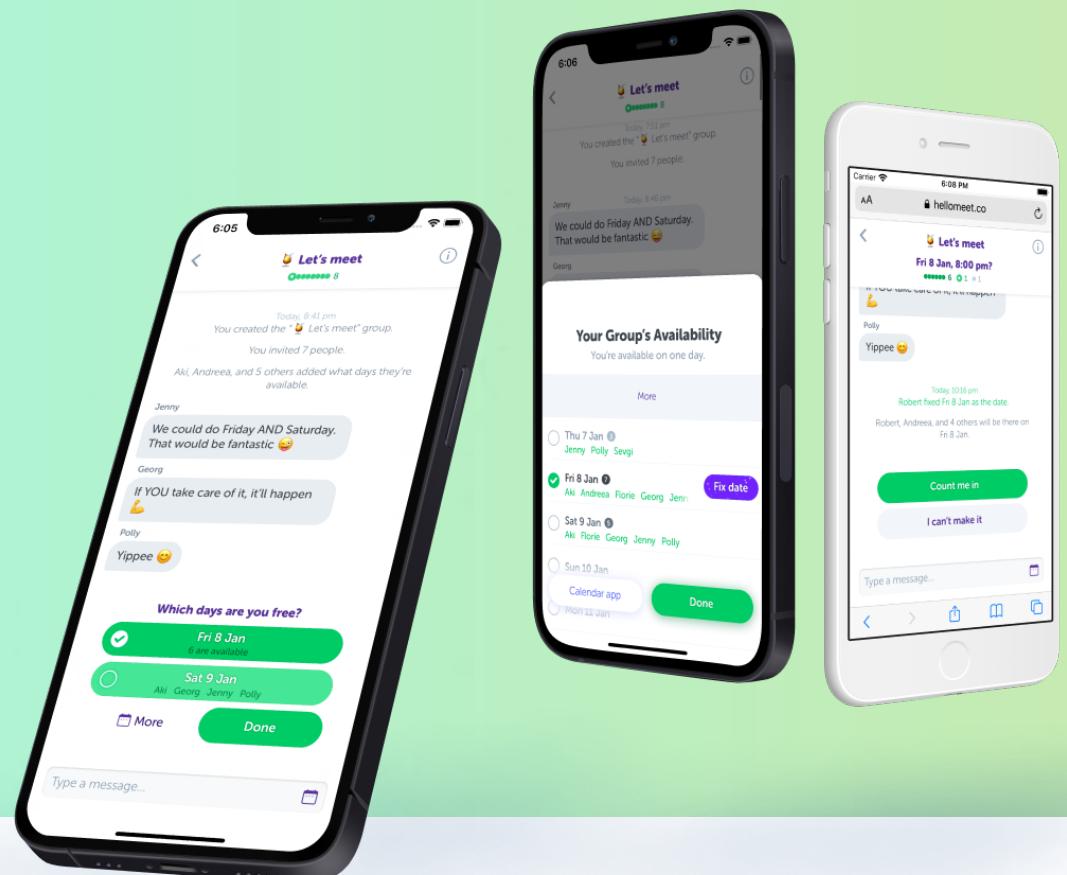
Hello Meet: Finding time together made simple. Finally.

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



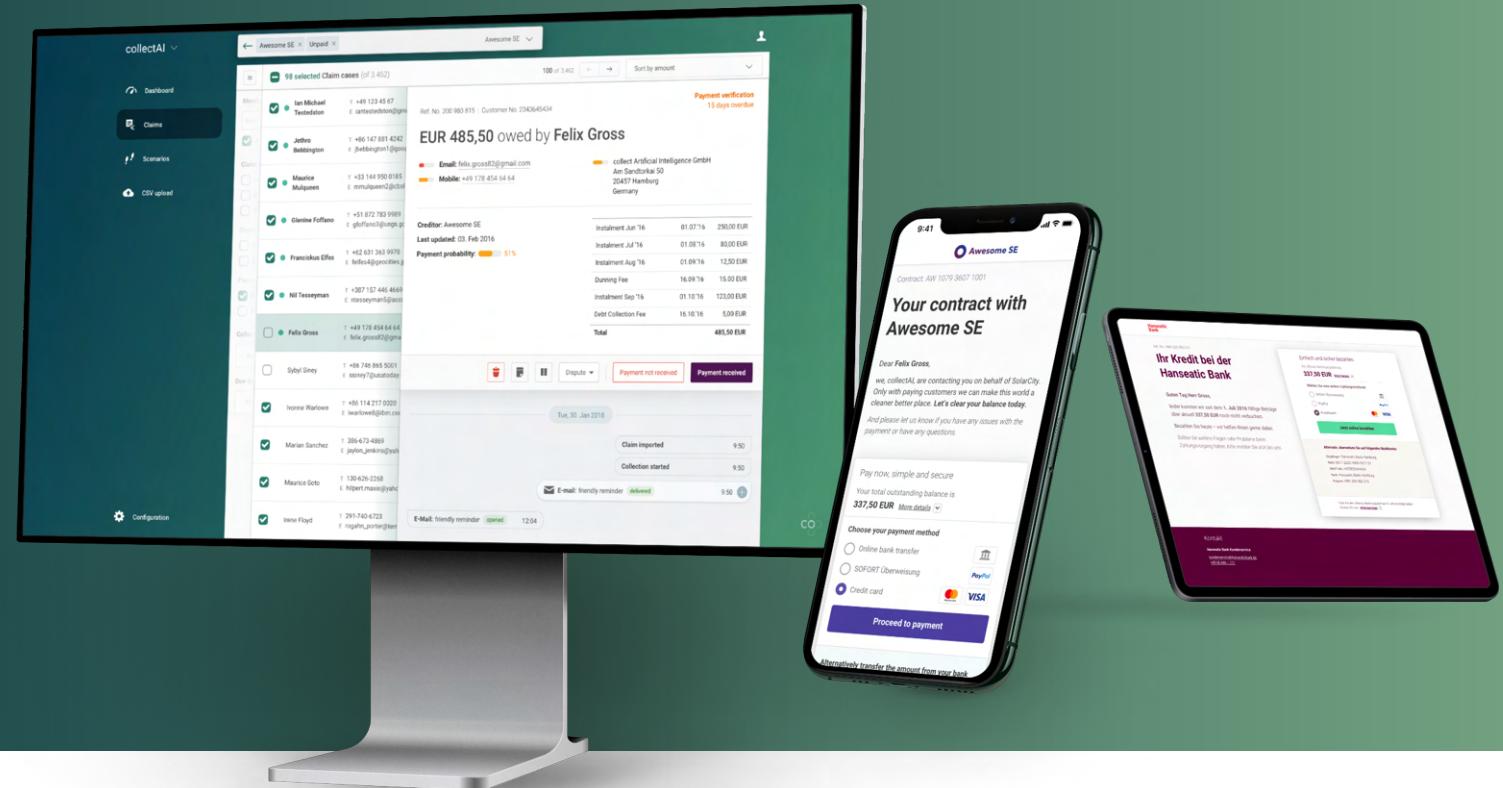
Receivables redefined, customer centric & data informed – collectAI.

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.

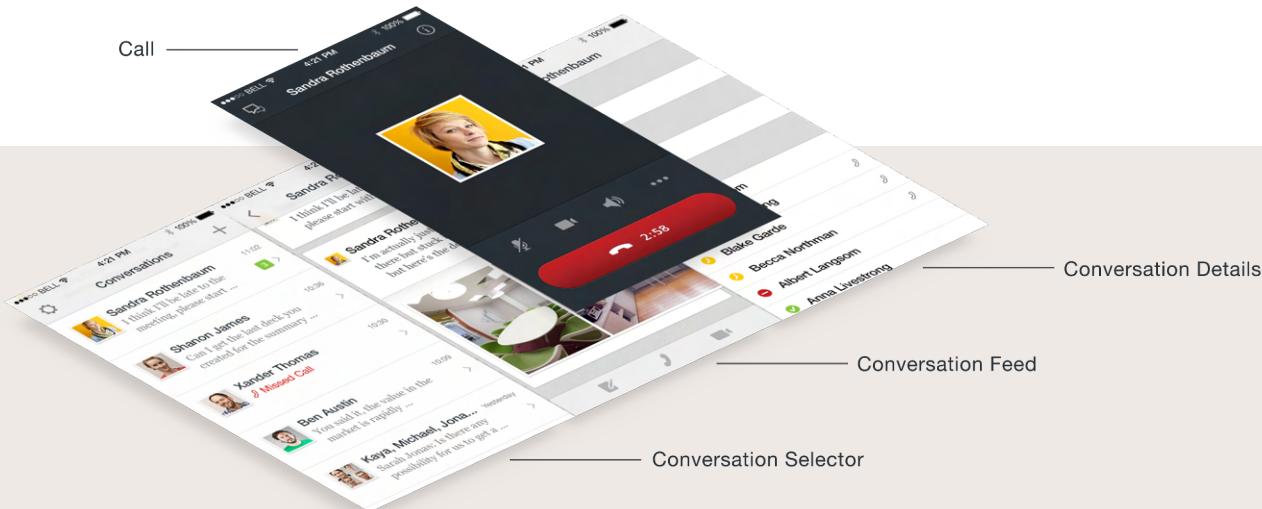


01

Unify Project Ansible.

Making work more productive, connected and human centred.

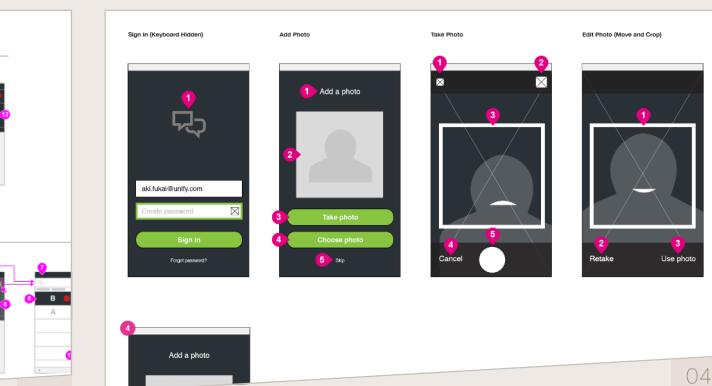
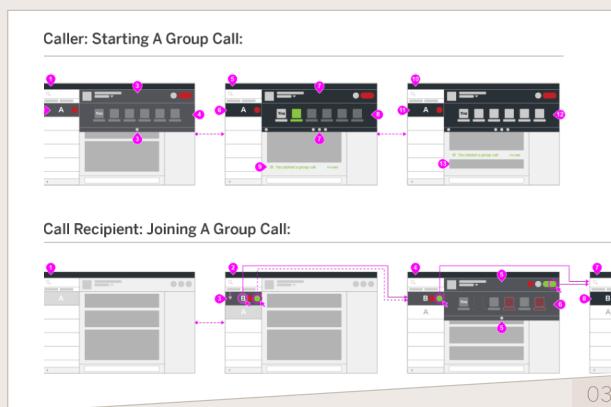
Projectansible.com (Circuit)



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.

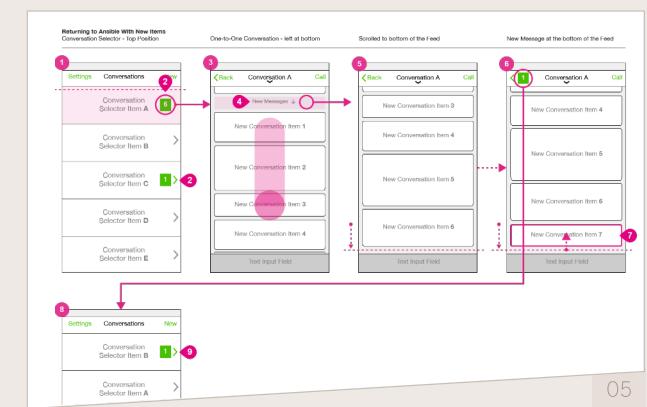


03

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



05

Role: Senior interaction design
Agency: frog design

O2 Relaunch.

- Helped winning and keeping a challenging client
- Simplified the shopping flows
- Designed a unified and modular teaser concept,
- Enabled it for Tablet/touch,
- Aligned it to the brand,
- Got countless client's sign-offs,
- Lead art directors and designers,
- Put it all together in a style guide.



The screenshot shows the O2 consumer portal homepage. At the top, there's a navigation bar with links for 'Hilfe', 'Kontakt', 'Geschäftskunden', 'Handys', 'Tarife', 'DSL & Festnetz', 'O2 More', 'Mein O2', a search bar, and a login link. Below the navigation, a large banner features the HTC Desire S with a red 'Preissenkung' (price reduction) badge. To the left of the banner is a sidebar with images of other phones: Samsung Galaxy S, Palm Pre Plus, HTC Desire S, Nokia E7, and Motorola MILESTONE. The main content area has tabs for 'Empfehlung', 'Neu', and 'Best Seller'. It displays three phones: HTC Wildfire S (9,99 €), Apple iPhone 4 16 GB (119 €), and another Apple iPhone 4 16 GB (119 €). Below these are sections for 'Online Vorteile' (with bullet points about price reductions, top phones, returns, and secure payment) and a 'connect GUT' campaign banner. At the bottom, there's a 'Videos' section with four video thumbnails and a newsletter sign-up form.

01

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

o2.de

This block contains four screenshots of the O2 consumer portal redesign.
 02 Relaunch: Shows the homepage with a large banner for the HTC Desire S and a sidebar with other phones.
 Home with modular teaser: Shows a modular layout with various promotional banners for phones and services.
 Mobile phone shop catalogue: Shows a grid of mobile phones with their prices and details.
 Mobile phone detail page: Shows a detailed view of the Apple iPhone 4 16GB, including its price (119 €) and a 'Handy kaufen' (buy phone) button.

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 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.

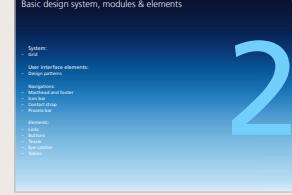
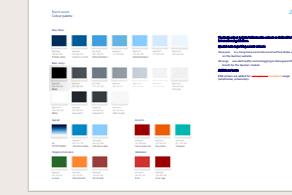
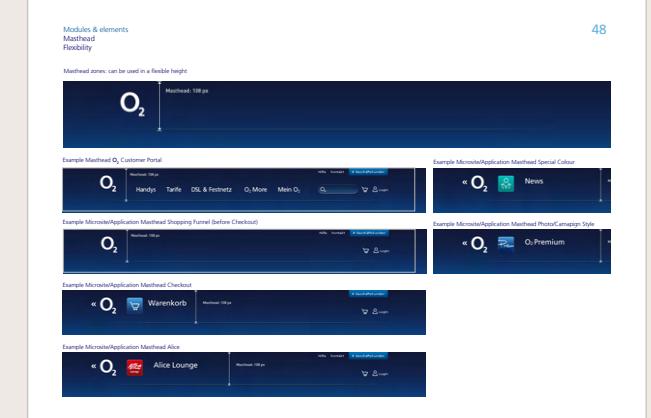
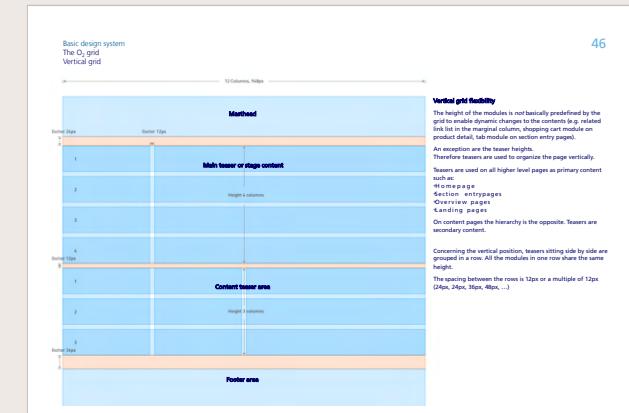
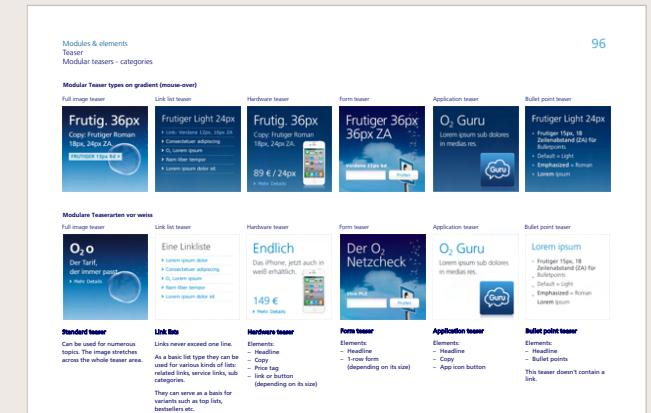
Screens

- 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

O2 Style Guide.

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

	1 - 4	5 - 8	9
			
			
			

1-4 Sections

5-8 Type, colour, UI

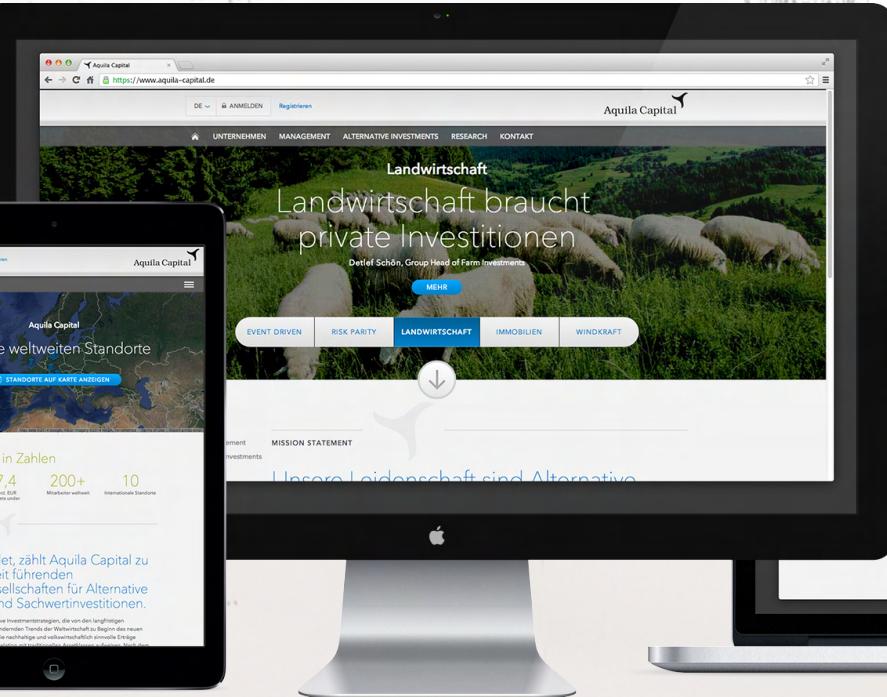
9 Header flexibility

10 Grid

11 Dimensioning

12 Modular teasers

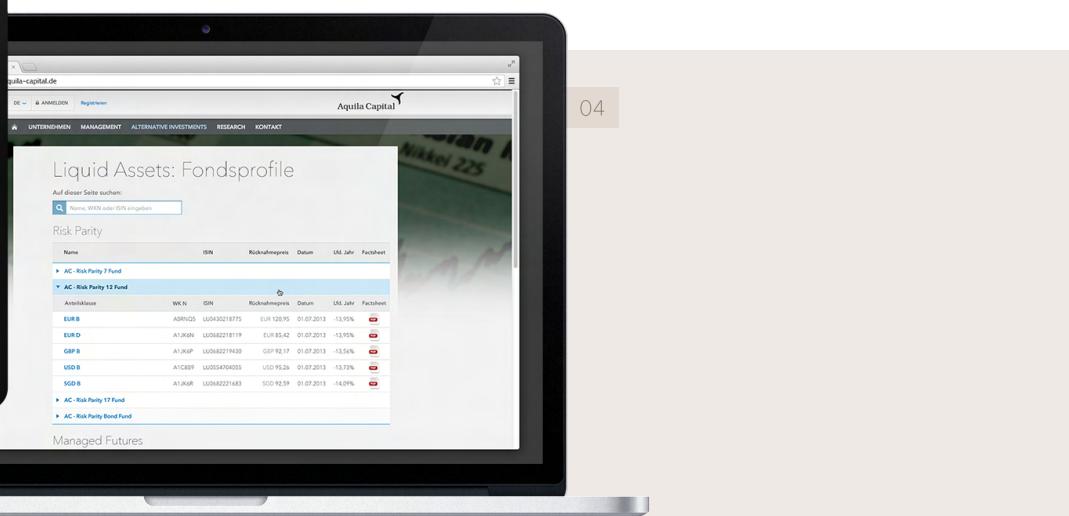
- Verarbeitung für jede Wahlkampagne abweichen
Wahl zu finden, welche es für ein Thema kennt
Wahl geht, sieht es von nachwählbarem Thema



Aquila Capital

Responsive corporate website for alternative investments.

aquila-capital.de



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**

Screens

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

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

01

Superbanner 728 x 90 px oder Wallpaper (optional)

Buzz.ly Top Themen | Mein Konto | Über Buzz.ly | FAQ | Suche nach Themen, Autoren und Tags | suchen

Report: Energiewende, von Michael Hartmann +3

'Altmaier' wird aktuell **massiv auf Twitter thematisiert.** Bearbeiten

Altmaier Energiepolitik Starkstromstrassen Alle Tags +

Top Post: Focus.de Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken <http://www.focus.de/politik/deutschland/peter-altmaier-10-punkte-programm-bis-zur-sommerpause-100111111.html>

+101%

Data Summary: Hier steht z.B. etwas zu Channel Ranking oder signifikantester Veränderung

Top Posts Influencers Tags Verwandte Reports

31. Mai 10:55 15k ZON Wirtschaft, @zeitonline_wir Jedes Bundesland plant seine eigene #Energiewende und bringt damit das Projekt in Gefahr. <http://t.co/0lkOpvxtrg> http://twitter.com/zeitonline_wir/statuses/20...

zeitonline_all: Hier steht ein Kommentar lorem ...

umweltmonitor (umwelt-monit ...) Vernetzt Land für die Energiewende: Der heute vorgelegte Netzentwicklungsplan soll aufzeigen, wo in den nächst... <http://t.co/ISUVlm3g> <http://twitter.com/umweltmonitor/statuses/208...>

7:31 380 focus.de Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause - FOCUS Online Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken, sagte Altmaier am Donnerns...

Conversation Box:

- User Lorem A
- User B
- User Cum C
- User dolor sit D
- User E

Amazon Omakase Widget 170 x NNN px

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

02

NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic's buzz dropped significantly and suffered a substantial drop in YouTube. Full Report

Decreasing Buzz
Decreasing Buzz over the last 7 days

Microblogs	Lead	Comments	Photos	Streams	Topics
51% Microblogs ↓ 15% Lead ↓ 10% Comments ↓ 7% Photos ↓ 10% Streams ↓ 10% Topics ↓ 10%	-244 docs total	10%	10%	10%	10%

Microblogs Lead Comments Photos Streams Topics

Watch out: YouTube changed its algorithm
-32% Microblogs ↓ 13% Leads ↓ 10%

03

NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic's buzz died completely. All channels died ranking in them. Watch out: Microblogs changed its algorithm

Microblogs	Lead	Comments	Photos	Streams	Topics
100% Microblogs ↓ 100% Lead ↓ 100% Comments ↓ 100% Photos ↓ 100% Streams ↓ 100% Topics ↓ 100%	-214 docs total	100%	100%	100%	100%

Microblogs Lead Comments Photos Streams Topics

04

NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic's buzz died completely but gained massively on Microblogs. Watch out: Microblogs changed its algorithm

Microblogs	Lead	Comments	Photos	Streams	Topics
100% Microblogs ↓ 100% Lead ↓ 100% Comments ↓ 100% Photos ↓ 100% Streams ↓ 100% Topics ↓ 100%	+100 docs total	100%	100%	100%	100%

Microblogs Lead Comments Photos Streams Topics

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

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

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

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 ...

The screenshot shows a sidebar with various filtering options:

- Auswahl verfeinern**
- Beliebte Filter:**
 - Sonderangebote 14
 - Neu im Sortiment 15
 - Rossmann Qualitätsmarken 6
- Marken:**
 - Alete 6
 - babydream 6
 - Bebivita 6
 - FruchtBar 6
 - HiPP 4
- Mehr ...**
- Alter (ab ... Monate):** A slider set to 12, with other options: Alle, 2, 4, 6, 8, 10.
- Online/Filiale:**
 - Exklusiv Online 119
 - Filialangebot 220



01

Reiniger

Suchbegriffe: Allzweck Reiniger (11), Bad Reiniger (29), Fussboden Reiniger (29), Küchen Reiniger (4)

Produkte (164): Bref Power Hygiene Reiniger ab 2,49 €, Bref Power Universal Reiniger ab 2,49 €, Bref Power Universal Reiniger ab 1,69 €

Nützliches: Newsletter, Fragen?, Aktueller Prospekt, Partner-Angebote: Schwarzkopf NEU!, Neu im Shop: Belina gaming book mit Windows Vista Premium - Lorem ipsum, SofLens Monatsslinsen 59, 6 Stück, Sofort versandfertig, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., Sauber, sauber! Reinigen und pflegen in Küche, Bad & WC

02

Newsletter, Anmelden, Fragen?, Live-Chat, Aktueller Prospekt, Partner-Angebote: Schwarzkopf NEU!, Neu im Shop: Belina gaming book mit Windows Vista Premium - Lorem ipsum, SofLens Monatsslinsen 59, 6 Stück, Sofort versandfertig, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., Sauber, sauber! Reinigen und pflegen in Küche, Bad & WC

03

Newsletter, Anmelden, Fragen?, Live-Chat, Aktueller Prospekt, Partner-Angebote: Schwarzkopf NEU!, Neu im Shop: Belina gaming book mit Windows Vista Premium - Lorem ipsum, SofLens Monatsslinsen 59, 6 Stück, Sofort versandfertig, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., Sauber, sauber! Reinigen und pflegen in Küche, Bad & WC

04

Newsletter, Anmelden, Fragen?, Live-Chat, Aktueller Prospekt, Partner-Angebote: Schwarzkopf NEU!, Neu im Shop: Belina gaming book mit Windows Vista Premium - Lorem ipsum, SofLens Monatsslinsen 59, 6 Stück, Sofort versandfertig, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., Sauber, sauber! Reinigen und pflegen in Küche, Bad & WC

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

rossmannversand.de

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.

The image displays three side-by-side screenshots of the Rossmann corporate portal homepage, illustrating the integration of various business units:

- FotoShop:** Shows a grid of photo products like "Fotos", "Foto-Bücher", and "Foto-Leinwände". It features a "Startseite" button and a "Entdecken Sie jetzt Ihre schönsten Momente" section.
- Rossmann Quality Brands:** Features a large banner with a woman holding a laptop displaying the Rossmann website. Below it, there are sections for "Rossmann Versand", "Babywelt", "Qualitätsmarken", "Fotowelt", "Unternehmen", and "Karriere". It also includes links to "CERRUS", "ALIAPHARMA", "Günstig online einkaufen", "Unsere Qualitätmarken", "Abzüge, Bücher, Geschenke", and "Karriere bei Rossmann".
- Rossmann - Der Drogeriemarkt:** Focuses on company news and statistics. It highlights "80% unserer Übernommenen" and "120 neue Märkte in Deutschland". It features a photo of Dirk Rossmann, CEO, and sections for "Duales Studium", "Praktikum", and "Ihre Ansprechpartner bei Rossmann".

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

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.

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

Screens

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

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

mercedes-benz.de/mein-mercedes

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

Screens

- 01 My Mercedes home, teaser page (concept)
- 02 Premium content landing page (concept)
- 03 Mercedes magazine (concept)

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