

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 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 utilise 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.

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

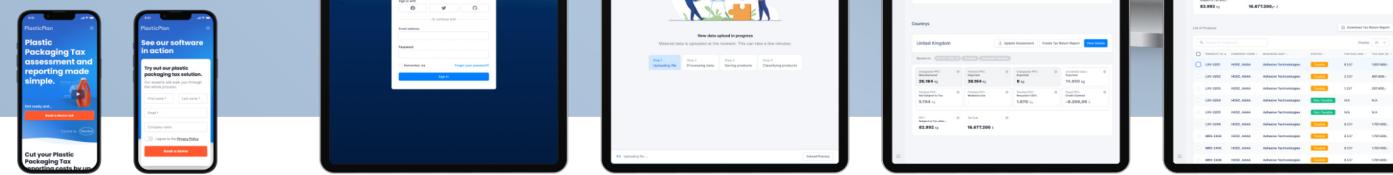
Product capabilities in a nutshell

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

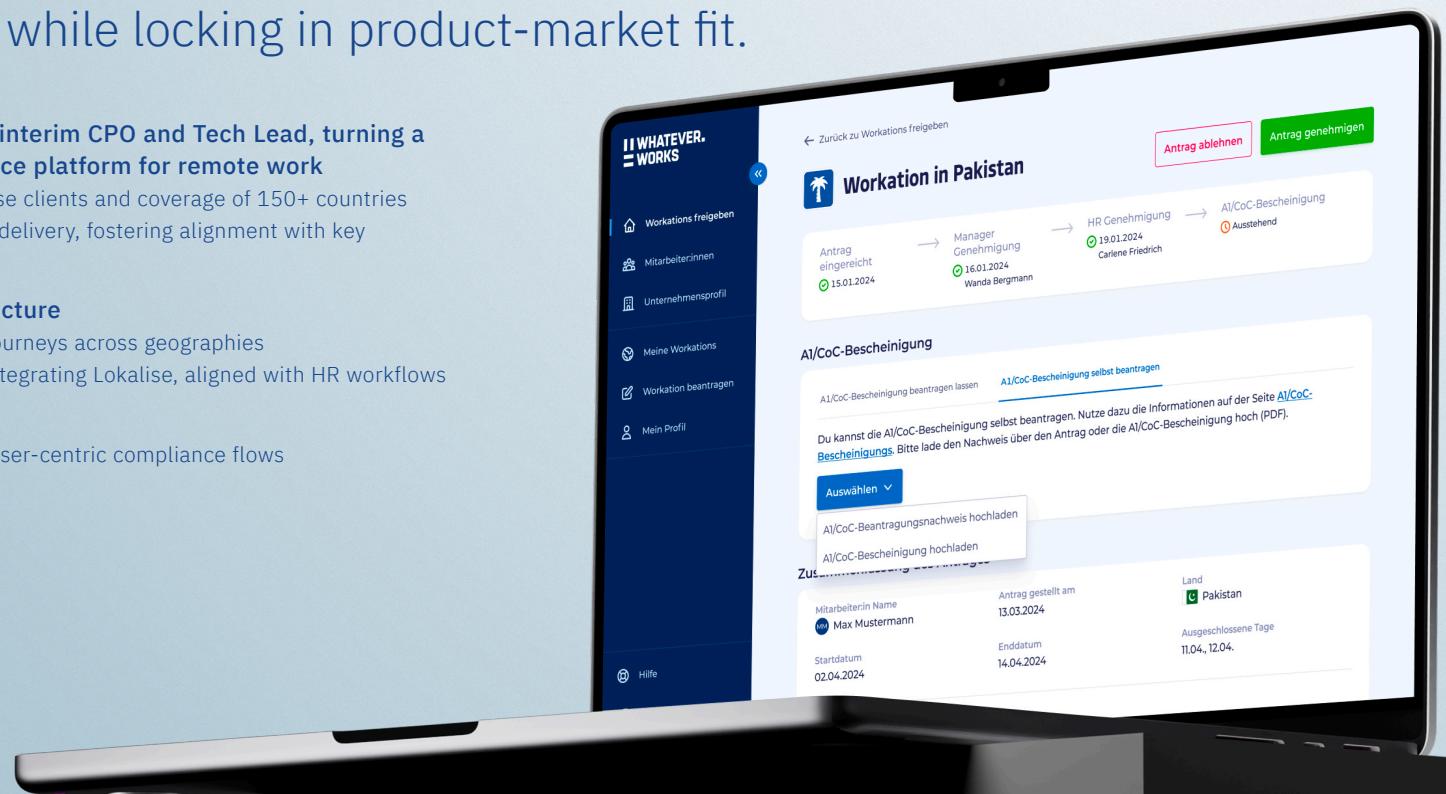
Recognised as Best HR Startup 2023

- 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.

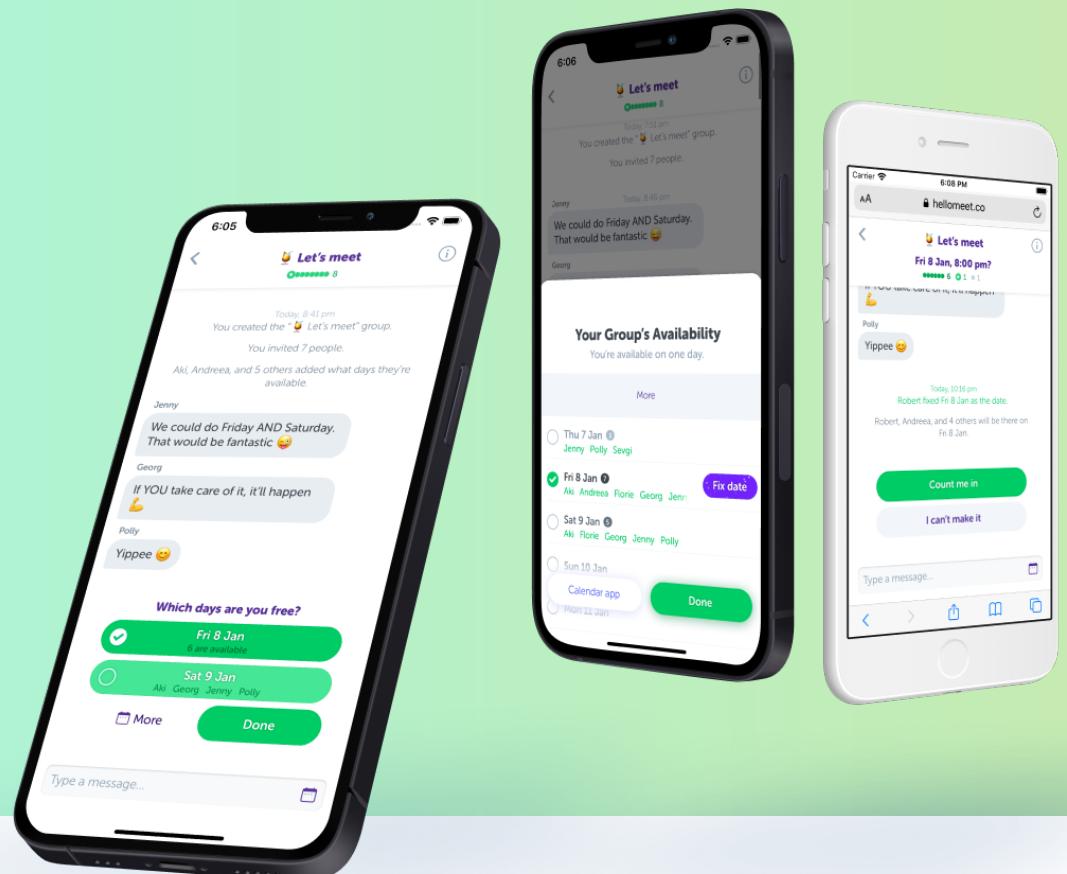
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- 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.

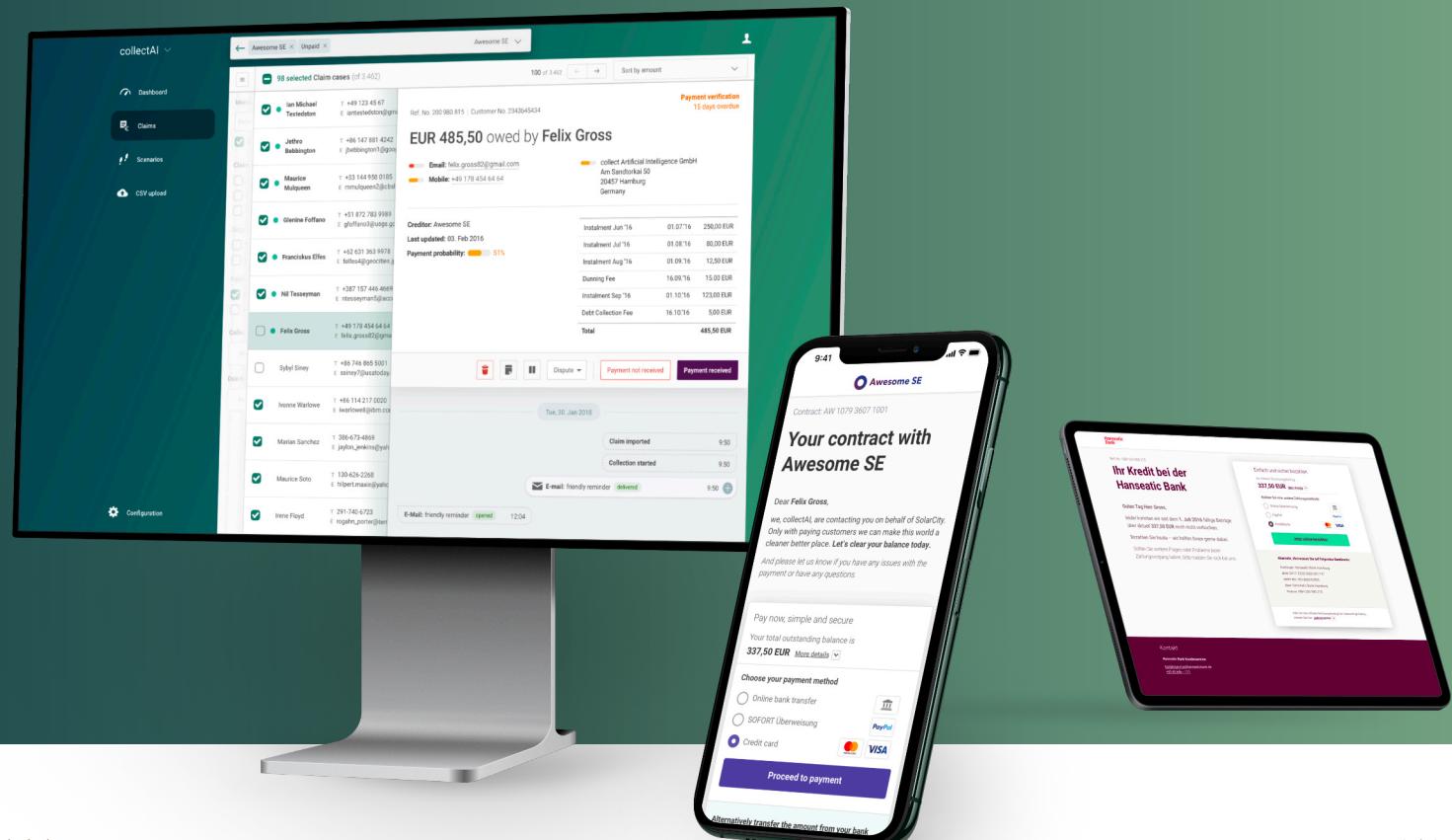
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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.

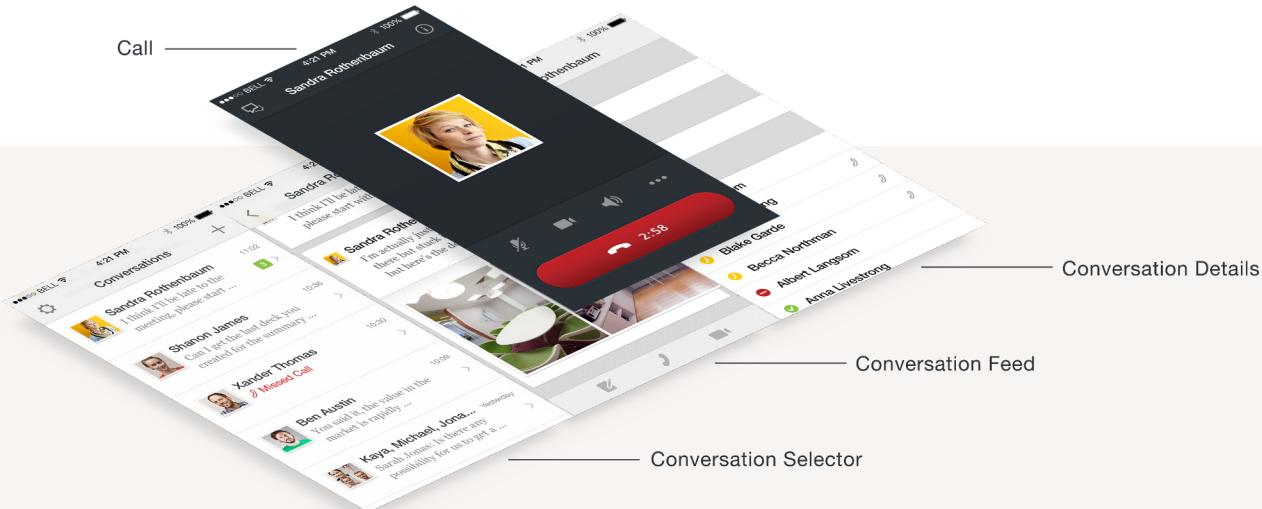
Technology: iOS, Android, Web, WebRTC
Role: Senior Interaction Designer
Duration: 5 months contract



Unify Project Ansible.

Making work more productive, connected and human centred.

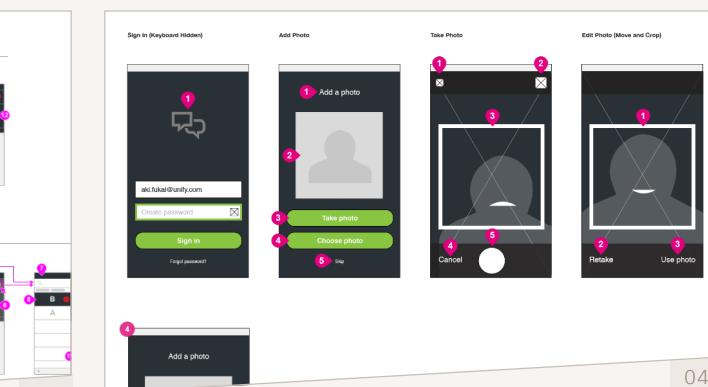
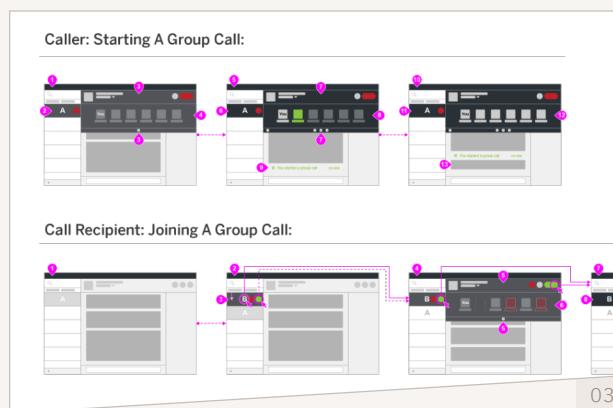
Projectansible.com (Circuit)



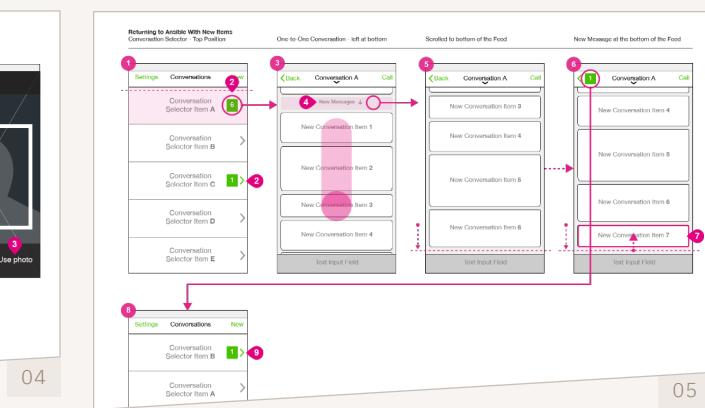
02

Project's story: Unify – formerly Siemens Enterprise Communications – in close partnership with frog envisioned and defined workforce communication with the end-user at 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.



03



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 Designer
Agency: frog design

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References: Freelance, Contract, Fractional & Interim

Mobility and availability	Nationality Location and time zones	Swiss citizen Hamburg, Berlin, Zurich (hybrid) · EST to GST (remote)		
References	Clients I have worked for and 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, colour and form.		
Languages	German English French Japanese & isiZulu	Native tongue Full professional proficiency in speaking and writing Intermediate level (B1) Beginner level		