

Aki Fukai

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 platform to enable complex packaging data management, compliant with tax.

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 visualize packaging data and its impact on the environment with built-in collaboration

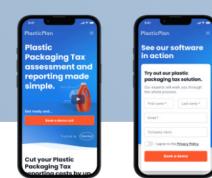
Technology: Web, Vue.js, Tailwind

Role: Principal Product Designer

Duration: 6 months contract, from zero to one

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

The image shows a large screenshot of the PlasticPlan web application. The interface is clean and modern, featuring a left sidebar with navigation links such as Dashboard, Measurement, Material Data, Supply Chain Flows, Material Data Enhancement, Circularity, Recyclability, Lifecycle Assessments, Reporting, Plastic Packaging Tax, Ellen MacArthur, Customized, Account, Settings, Team, and Help & FAQs. The main area contains several data visualizations: 1) A top-level dashboard with summary statistics: Total packaging weight (430.026 t), Total plastic packaging weight (60.961 t). 2) Two bar charts under 'Total plastic packaging' and 'Total packaging' showing trends from 2019 to 2022 across categories like Reusable, Recyclable, Compostable, and Others. 3) A 'Recyclability' section with a bar chart for UK, ES, IT, and DE. 4) A 'Lifecycle assessment' section showing an Overall LCA rating (A, B, C, D, E) and Carbon footprint (330.006 kg CO2) and Eco costs (1.500.512 €). Below these are two smaller screens showing detailed data tables for assessments and packaging information.



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

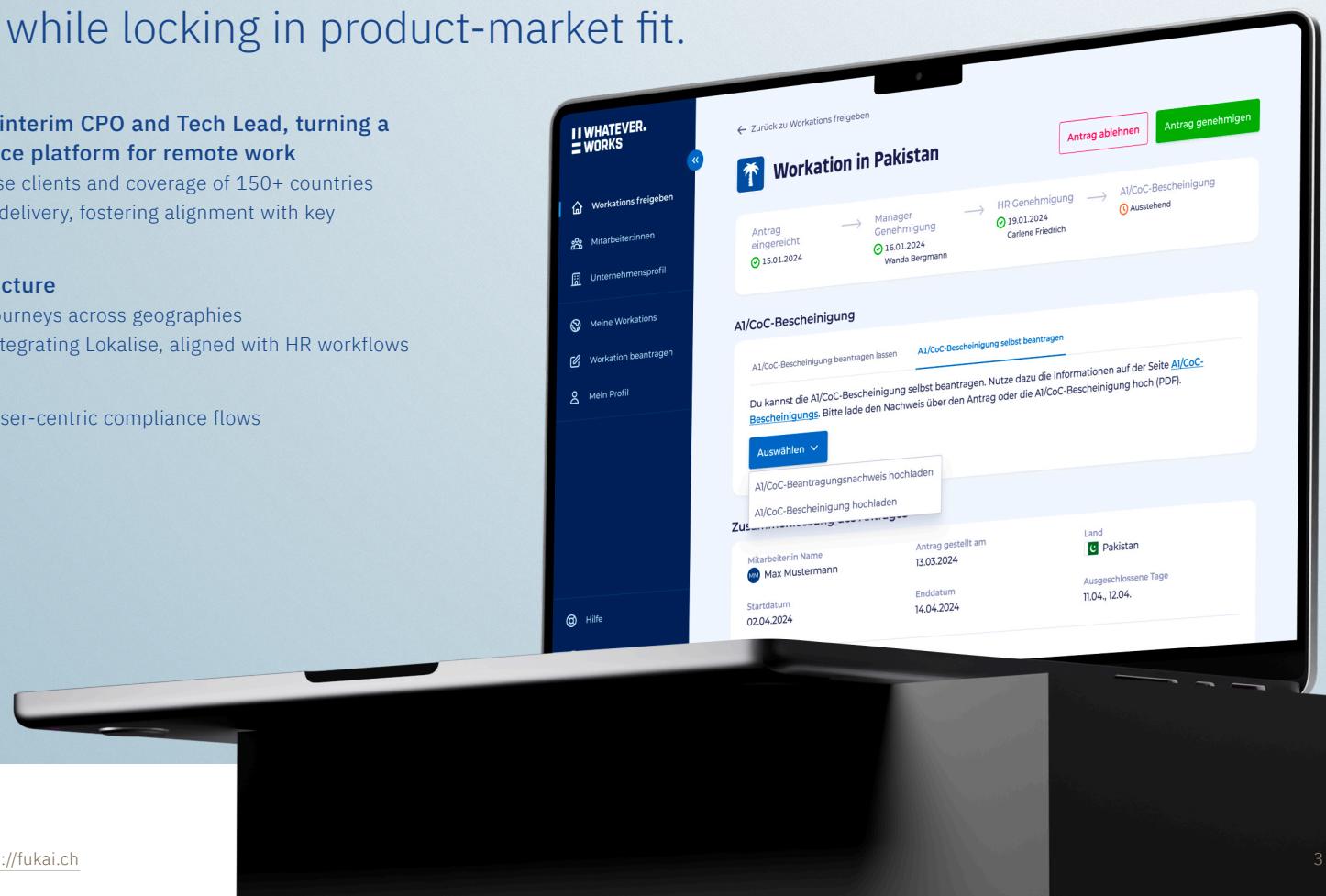
- Through combining product delivery excellence with user-centric compliance flows

Technology: Web, React, Material UI

Role: Principal Product Designer → Design Director

Duration: 14 months contract, from zero to one

Impact: SDG 8 (decent work and economic growth)



Hello Meet: Finding time together made simple. Finally.

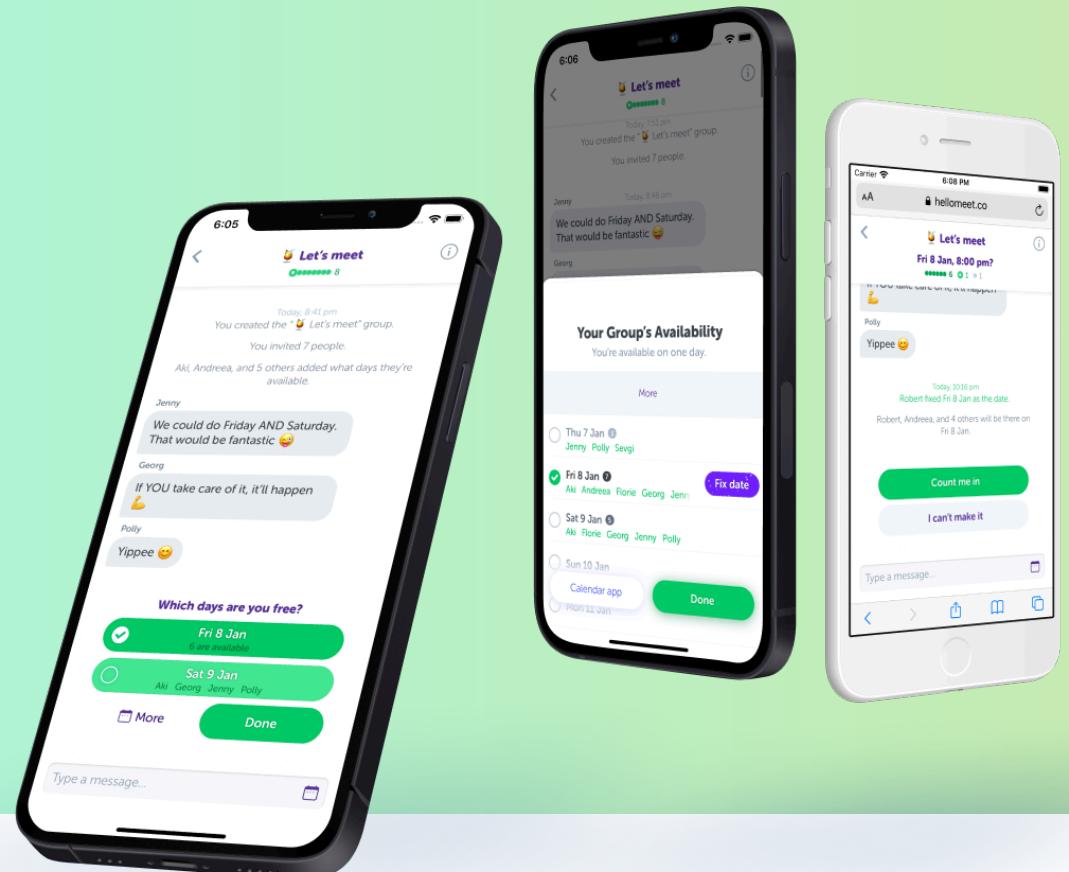
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- 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.

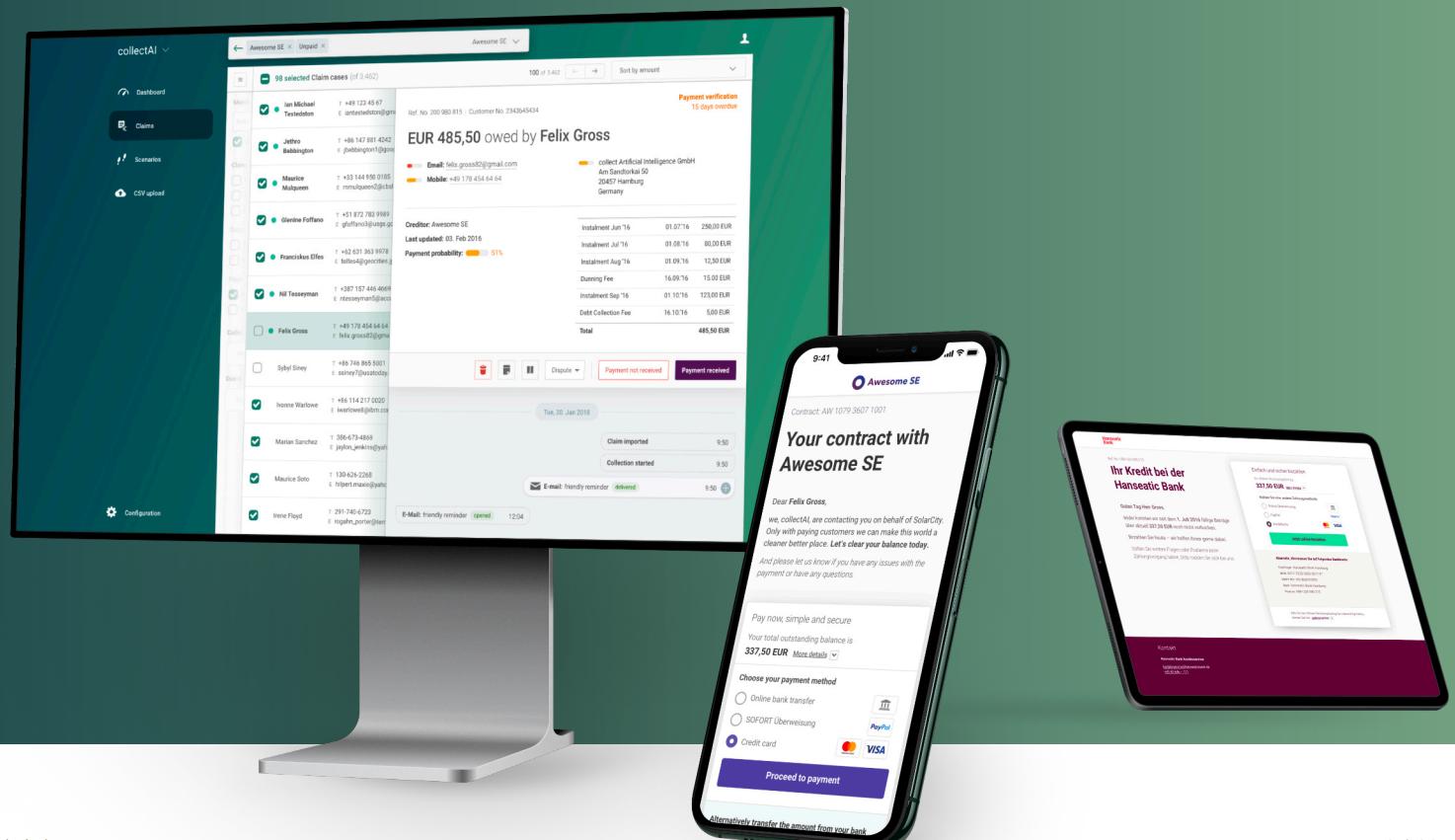
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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

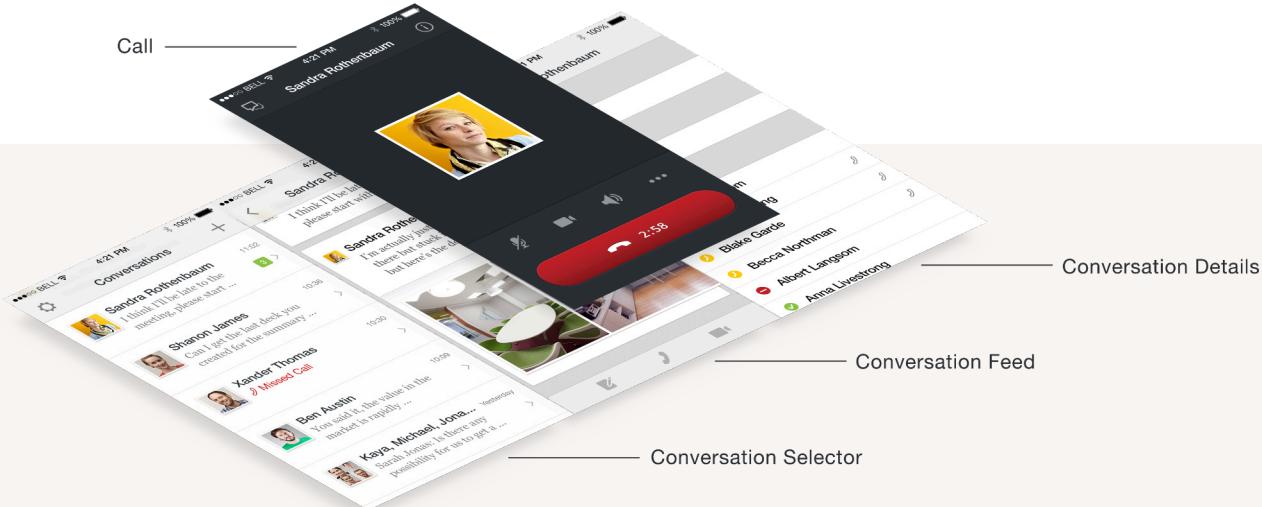


01

Unify Project Ansible.

Making work more productive, connected and human centred.

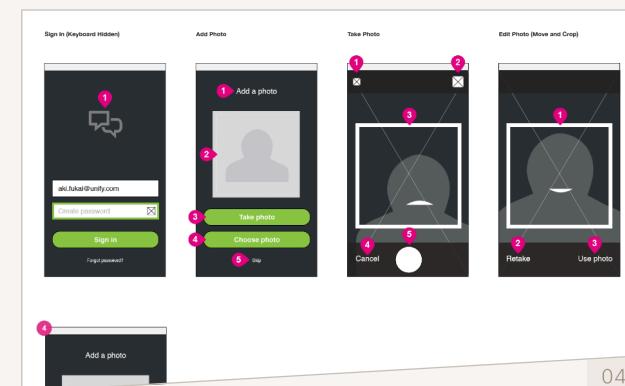
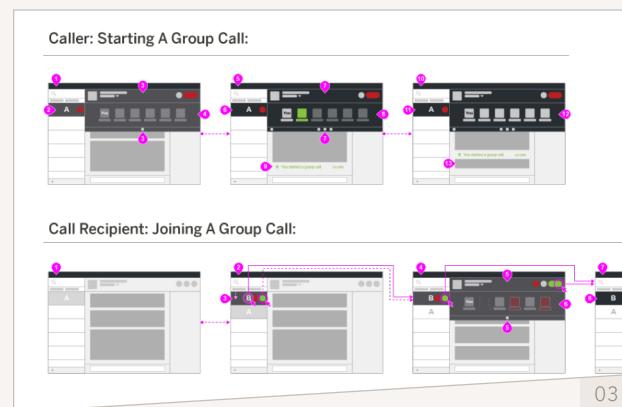
Projectansible.com (Circuit)



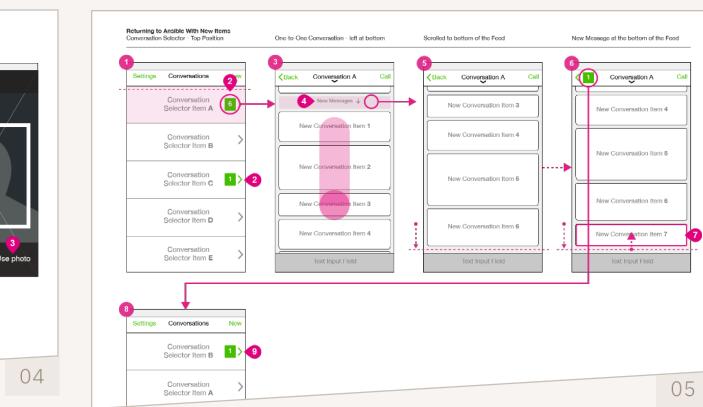
02

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



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** the complex shopping flows
- **Designed** a unified and modular teaser concept
- **Optimised** 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 for the HTC Desire S highlights its speed, camera resolution, and sleek design. It features a large image of the phone with a red circular badge indicating a price reduction. A sidebar lists other phones like Samsung Galaxy S, Palm Pre Plus, Nokia E7, and Motorola MILESTONE. Below the main image, there's a recommendation section for HTC Wildfire S and two Apple iPhone models (16GB and 32GB) at 119€ each. A 'connect GUT' banner is present. At the bottom, there are video thumbnails and a newsletter sign-up form.

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

02

The home page features a large modular teaser for the iPhone 4, showing its screen and a price of 189€. Other sections include 'Online Vorteile' (benefits), a news feed, and a 'Handy Standard' section listing various phones with their prices.

03

A grid-based catalogue page displaying multiple mobile phones, including HTC Desire S, Apple iPhone 4, and Samsung Galaxy S II. Each phone entry includes a small image, model name, and price.

04

A detailed product page for the Apple iPhone 4 16GB, showing its features, a large image, and a prominent '119 €' price. It includes a summary of benefits and a 'Handy kaufen' (buy phone) button.

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.

Screens

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

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

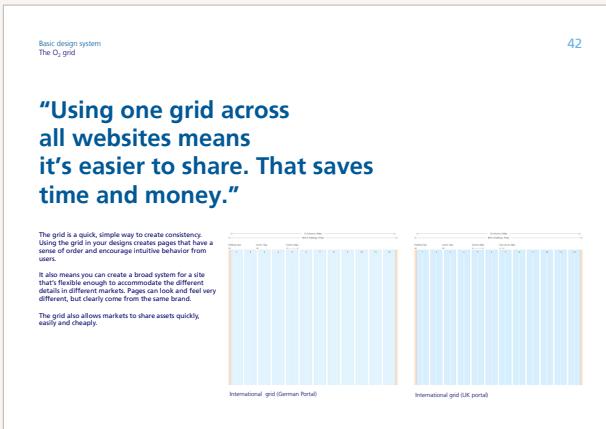
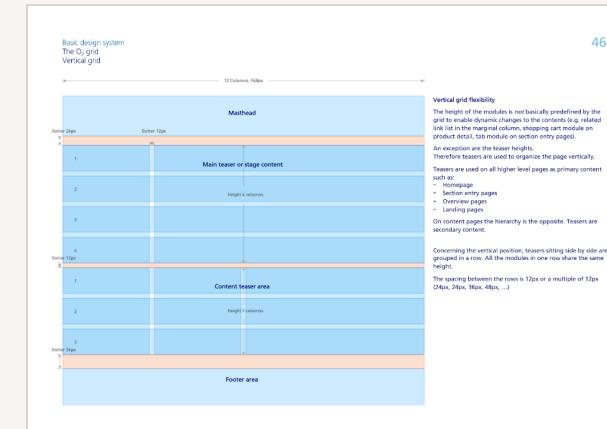
Agency: Razorfish

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, colour, UI
- 09 Flexible headers
- 10 Grid
- 11 Dimensioning
- 12 Modular teasers

Basic visual language & brand assets 	Basic design system, modules & elements 	1 - 4	5 - 8	09
Consumer portal o2.de / zonline.de 	Applications 	100	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's flexible enough to accommodate the different needs in different markets. Pages can be 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 Vertical grid</p> <p>Vertical grid flexibility: The height of the modules is not basically predefined by the grid to enable dynamic changes to the contents (e.g. related links, form fields, etc.). This applies to the main module on product detail, tab module or section entry pages. An exception are the teaser heights. Therefore teasers are used to organize the page vertically, such as: - Home - Section entry pages - Overview pages - Landing pages On content pages the hierarchy is the opposite. Teasers are secondary content.</p> <p>Concerning the vertical position, teasers sitting side by side are grouped in a row. All the modules in one row share the same height.</p> <p>The spacing between the rows is 12px or a multiple of 12px (24px, 36px, 48px, ...)</p> 	42	46	96
10	11	12		

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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		