

Aki Fukai

Lead Product Designer

Curriculum Vitae

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In a nutshell

As a **senior/lead product designer** with over 10 years' experience of building products and services. I work best in small and de-siloed **product teams**. I help shape and amplify the **strategic impact of design** and shape the way we work. Together we work on large, **complex projects** over multiple iterations - and build a **trusted and sustainable relationship**.

I'm Swiss and currently live with my family in **Hamburg Germany** and work mostly remotely.

Contact

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About Me





 In my work I strive to **improve people's lives by solving complex problems with simple and useful solutions**. By shaping technology into thoughtful digital products that matter, I work on the answers — for the people who use them and the people who provide and grow them — with engineers, product/business people, domain experts and real users.

 My tools are user research, UX consulting, interaction design and user interface design. I have been developing **concepts, strategies and designs** focused on digitally connected products and services for over 15 years.

 I believe that the best results come from **close collaboration**, be it in internal interdisciplinary teams, or as a consultant in a **committed relationship** with client.

 I'm passionate about helping to **drive systems change to tackle the climate and biodiversity crises**.

 In my spare time I enjoy being with **my family**, travelling, learning from different cultures and practicing Chen Style Taiji.
I love clean and useful (Swiss) typography, **minimal and 'super normal' design and learning new things** in live and in my profession.

   I am a **native German speaker** with Swiss and Japanese heritage. I speak **business fluent English** (proficient) and have an advanced basic knowledge of **French** .

Project Highlights

For a more visual look at projects take a look at my [PDF portfolio](#).

Making plastic packaging sustainable, with data, at scale – PlasticPlan

Duration: 02.2022 - 07.2022

Done: Designed and shipped a human-centric interface on top of an AI-powered data service that enables companies to transparently manage complex packaging data (B2B).

Technology: Web, Vue.js, Tailwind

Role: Lead product designer

Group scheduling made simple – Hello Meet ↗

Duration: 01.2018 - today

Done: Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement, co-shaping and testing the C2B business model.

Technology: iOS, Android, Web, React

Role: Partner & senior product designer

Helping local stores to run their businesses (B2B2C) – enfore AG ↗

Duration: 06.2018 - 05.2020

Done: Designed and shipped reservations, pick-up & delivery and dashboard widgets in enforePOS, online presence, email & business documents

Technology: Web/mail, enforePOS, enforeDonner

Role: Senior product designer

End-to-end digital collections, redefined – collectAI ↗

Duration: 02.2016 - 02.2018

Done: Designed and shipped a white label B2B2C digital self-service for dunning, collections & payment processes, as well as the merchant's claim management portal.

Technology: Web/mail (respons.), iOS, iPad, React

Role: Senior product designer

iPad and web/desktop app for SBB based on GIS technology – IVEG

Duration: 11.2015 - 09.2016

Done: Designed UX concept, B2B workflows, prototypes to digitise end-to-end monitoring, assessment and procurement.

Technology: Web (responsive), iOS, iPad

Role: Senior interaction designer

Fiori App Finder for SAP Global Design

Duration: 07.2015 - 10.2015

Done: UX concepts, flows, Prototypes (Axure RP Pro), Fiori UX design guidelines for [App Finder](#) & [Fiori Launchpad](#)

Technology: Web (responsive), iOS, iPhone

Role: Senior interaction designer

Direct client (with D-Labs)

Unify Project Ansible ↗ Platform for unified enterprise communication

Duration: 09.2013 - 02.2014

Done: Conceived and documented the interaction design throughout (web and mobile) for various features e.g. conferencing, voice/video calls in collaboration with the client – from overarching concepts to detailed UI states

Technology: Web (responsive), iOS, iPhone

Role: Senior interaction designer

With: frog design

Social Media Summary for Netbreeze – a Swiss ETH spin-off, acquired by Microsoft 2013

Duration: 01.2012 - 06.2012

Done: Concept incl. visualisation of a timeline-based application UI, widgets & report/data viz – for the Swiss social media monitoring startup

Role: Concept developer (IA/UX), UX designer, art director & UI designer

With: WowBiz

Comprehensive telco portal and e-commerce relaunch of o2.de (Telefónica Germany)

Duration: 05.2011 - 10.2011

Done: Simplification of the shopping flow, Optimisation of the checkout process UX, Unified teaser concept, Tablet/touch enabled, Client side UX consultation, Brand alignment, Comprehensive style guide

Role: Senior art director and design lead

With: Neue Digitale / Razorfish

Work Experience

07.2022 - today

Freelance lead/senior UX/UI designer **Clients:** Babymarkt, Tagesspiegel, Mercedes-Benz.io

02.2022 - 07.2022

Lead product designer (independent contractor)
Client: PlasticPlan

06.2020 - today

Partner & senior product designer **App:** Hello Meet

06.2018 - 05.2020

Senior product designer **Client:** enfore AG

02.2016 - 02.2018

Senior interaction designer
Client: collectAI (Liquid Labs, Otto Group)

11.2015 - 09.2016 (40-60%)

Senior interaction designer (ind. contractor)
Client: SBB

07.2015 - 10.2015

Senior interaction designer, design system
(ind. contractor) **Client:** SAP SE

02.2015 - 04.2015

Senior user experience designer
Client: Scout24 Schweiz AG

12.2013 - 10.2014

Senior interaction designer (ind. contractor)
Client: natcon7 GmbH

09.2013 - 01.2014

Senior interaction designer (ind. contractor)
Agency: frog design **Client:** Unify (Siemens)

01.2013 - 04.2013

Freelance UX designer **Client:** Immonet

05.2011 - 09.2011

Sr. art director / design lead (ind. contractor)
Agency: Razorfish **Client:** Telefónica (o2)

2008 - 2013 (intermittent)

Freelance art director, IxD, UX consultant

Agency: WowBiz GmbH **Clients i.a.:** Aquila Capital, Rossmann, Netbreeze

2006 - 2008

Freelance art-/creative director, designer

Agency: DDD Design GmbH **Clients i.a.:** Audi, DaimlerChrysler (Mercedes-Benz, Jeep, Chrysler, Dodge), jpc.de, lesen.de 2003 - 2004

Art director **Agency:** Spirit Link GmbH
Clients: SiemensMedical Solutions, Siemens, agency relaunch (website and PM software)

2001 - 2002

Art director and designer
Agency: GiveMe5 Online-Kommunikation GmbH
Clients i.a.: Bentley, Curtius Lütten von Perfall Werbeagentur GmbH, Otto Reisen, Reiseland

2000 - 2001

Screen designer, UI designer
Agency: IconMedialab AG
Clients i.a.: FMCG, intranet applications, various usability focused projects and web specials

2000 - 2000

Freelance screen designer
Agency: Ahead Deutschland, now Valtech
Clients i.a.: FMCG, i.a. Milka

1998 - 2000

Freelance screen designer
Agency: Kabel New Media AG
Client: BMW.com

1997 - 1997

Screen designer (internship)
Agency: Fork Unstable Media
Clients i.a.: lifestyle magazine 'blond', Spar

Education

1994 - 1998

HAW Hamburg, Fakultät Design, Medien und Information / Department Design:
Communication design

Selected Clients in alphabetical order

academics.de (Die Zeit, Forschung & Lehre)

Audi

Beiersdorf (Eucerin)

Baden-Württemberg Ministry of State

Bentley

BMW (bmw.com)

Chrysler (Jeep, Chrysler)

collectAI (Liquid Labs / Otto Group)

CTS Eventim AG

Daimler / Mercedes-Benz

Deutsche Bahn

dtp entertainment

enfore AG

Henkel

Immonet (Axel Springer)

Klinikum Südstadt Rostock

LG Electronics

natcon7 (part of Nordex)

Netbreeze (now part of Microsoft)

Otto Reisen, Reiseland

PlasticPlan (MVPF)

receeve GmbH

Rossmann

SAP SE

Swiss Federal Railways SBB

Scout24 Schweiz

Siemens Medical Solutions

Sony Deutschland

Sqoops, Doomster (doomster.de) until 11.2008

STURM und DRANG (partner of MetaDesign)

Tagesspiegel Media

Telefónica Germany (o2)

Tipp-Kick

Trilux

Unify (formerly Siemens Enterprise Communications)

University of Applied Sciences, Dept of Design

HAW, Hamburg

Various medium-sized companies and multinational groups of different branches and municipal institutions

Selected Agencies in alphabetical order

D-LABS

DDD Design

Experience One AG

EYELABEL Digital Communication

Fork Unstable Media

Freiland Netzlösungen

frog design

Häberlein & Mauerer

IconMedialab AG

Interone

Jung von Matt/next

Kabel New Media AG

MVPF Technologies

Neue Digitale Razorfish

Nolte & Lauth

OgilvyInteractive

Philipp und Keuntje

Plan.Net

precious design studio

STURM und DRANG, Innovation Insights

superReal GmbH (part of DEPT®)

TEMPODOME

WowBiz