

# Aki Fukai

## Current Roles

Lead Product Designer,  
Concept Developer &  
Strategic UX Consultant

I'm curious to learn about the mid-to long term challenges your team may face\*. **Let's talk** and see how we can push the limits together.



\*) I can help you uncover and clarify the real challenges and turn them into tangible opportunities.

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W <https://fukai.ch>

## Profile

**Credo:** I focus on the human experience, driving **real value creation for business, people and planet**. I prefer to lead hands-on across disciplines as equals – with leadership, peers and clients, together driving the **strategic decisions and tradeoffs**, based on current **insights and learnings**. I strive to integrate **climate & social impact**.

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

**Roles:** Lead Product Designer (the full stack of **product driven** design, from product strategy over interaction and UI design to UX & information architecture, concept development, brand experience, coaching, mentoring and consulting).

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

**Software:** Listing, my open mind, pencil & paper, Figma, Sketch, Miro, Notion, VS Code, Git, IA Writer, Affinity Suite, Trello, Slack, Asana, Basecamp, JIRA etc.

**Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

**Experience:** Over 12 years of product driven design practice from zero to one and beyond; Most recently **over 9 years of startup and agile product discovery, building and shipping experience**. Before that years of marketing & brand driven experience in agencies and consultancy with renowned clients.

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

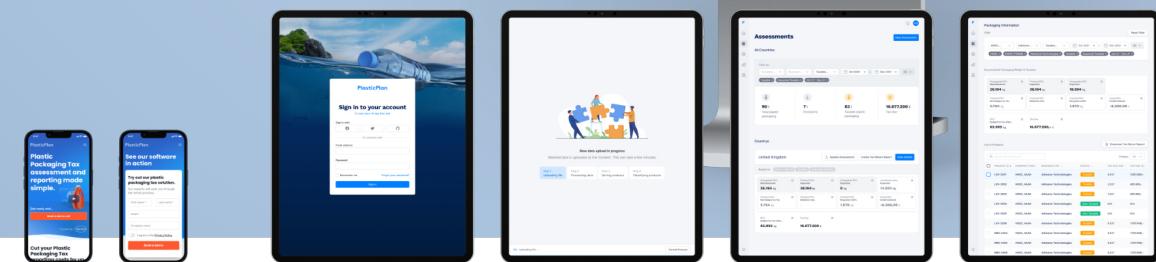
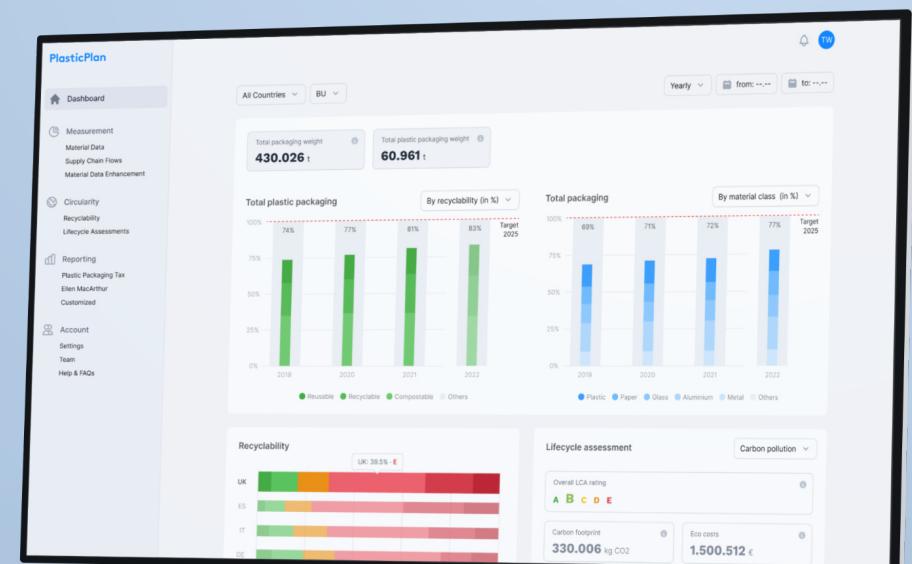
A user-centric interface for an AI-powered data service, enabling companies to manage complex packaging data transparently.

- 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

**Duration:** 6 months contract, from zero to one\*



# Hello Meet: Finding time together made simple. Finally.

Making group appointments super simple for everyone.

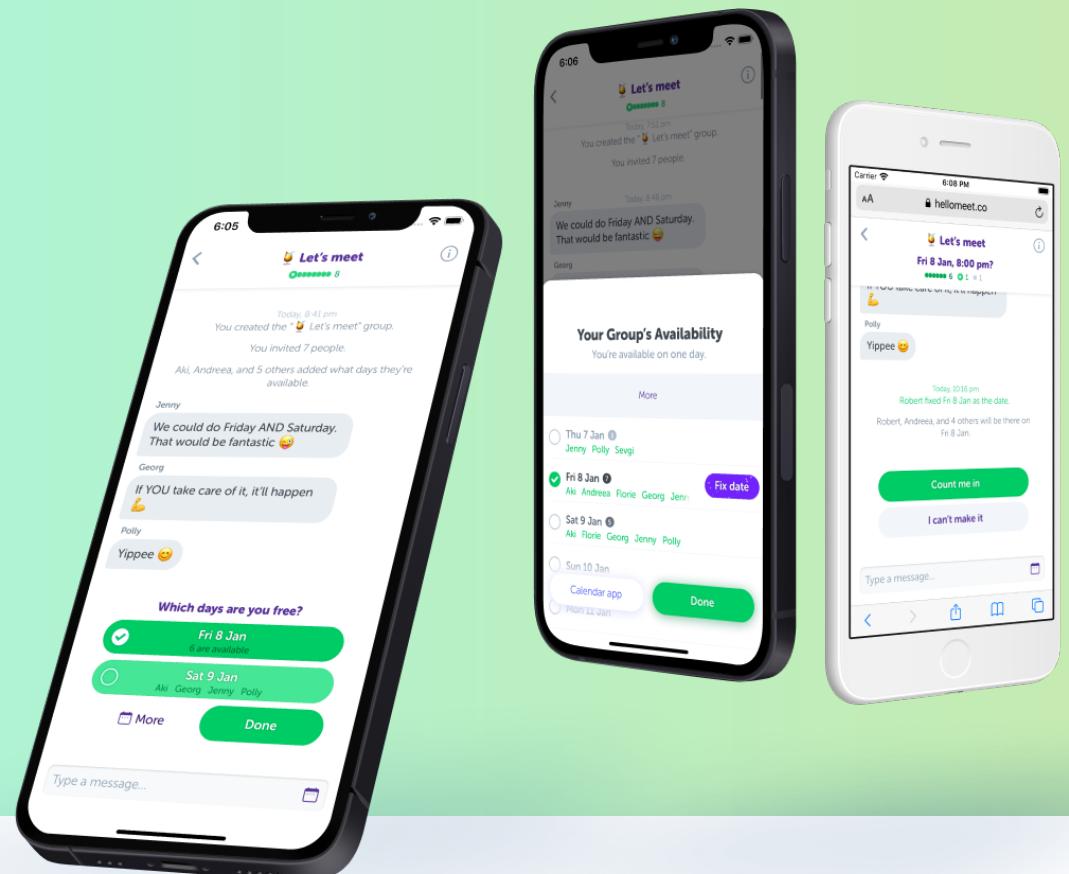
Privacy first. Customer-to-business. No ads.

- Hypothesis driven product design and development
- JTBD based user flows and UIs
- 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 software and POS hardware, end-to-end and customer centric.

A fully connected Service as a Software across devices.

## End-2-end discovery and delivery of:

- Reservations at POS and online
- Pick-up & delivery at POS and online
- Data driven dashboard KPI widgets
- Continuous 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.

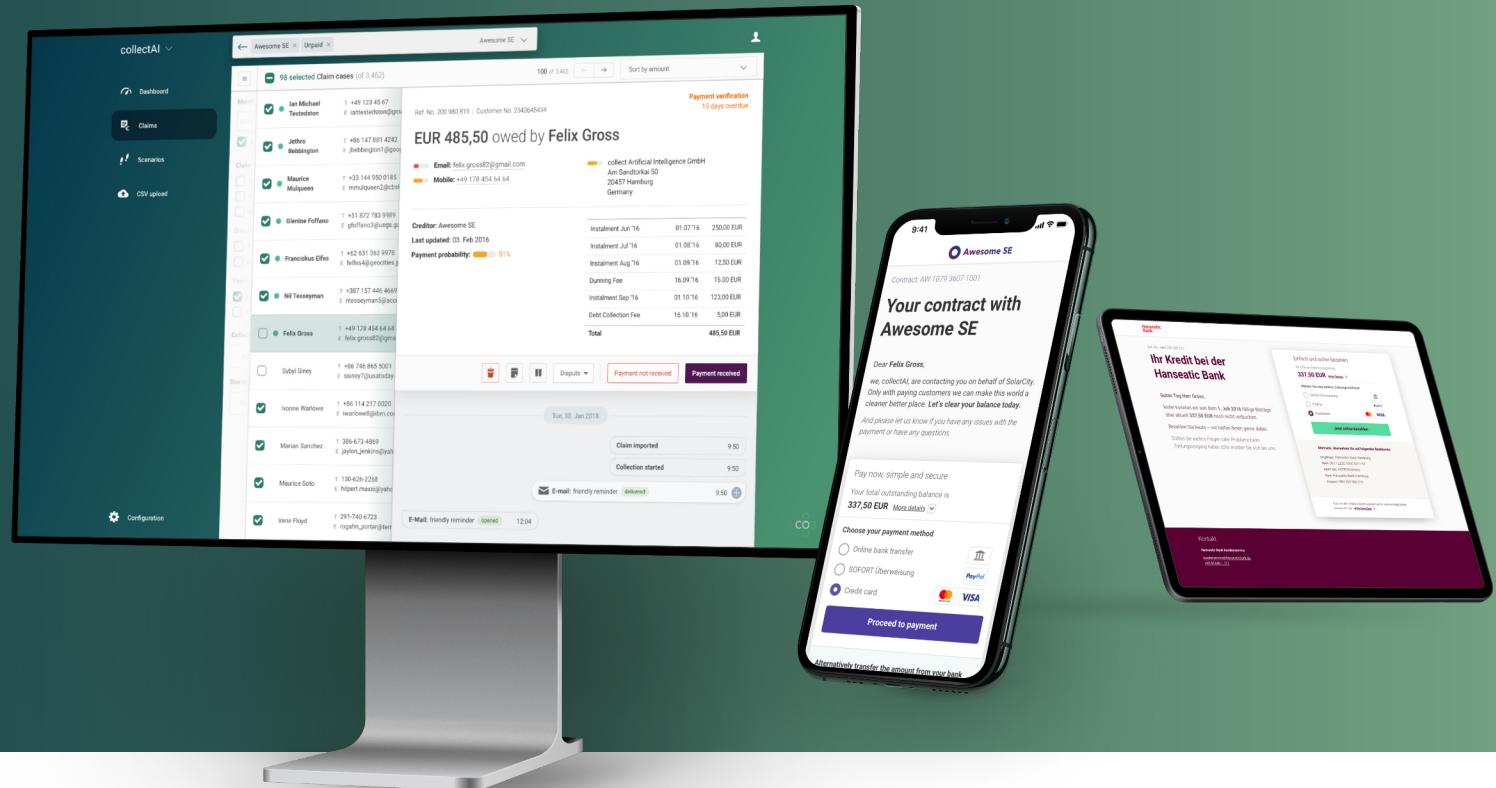
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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

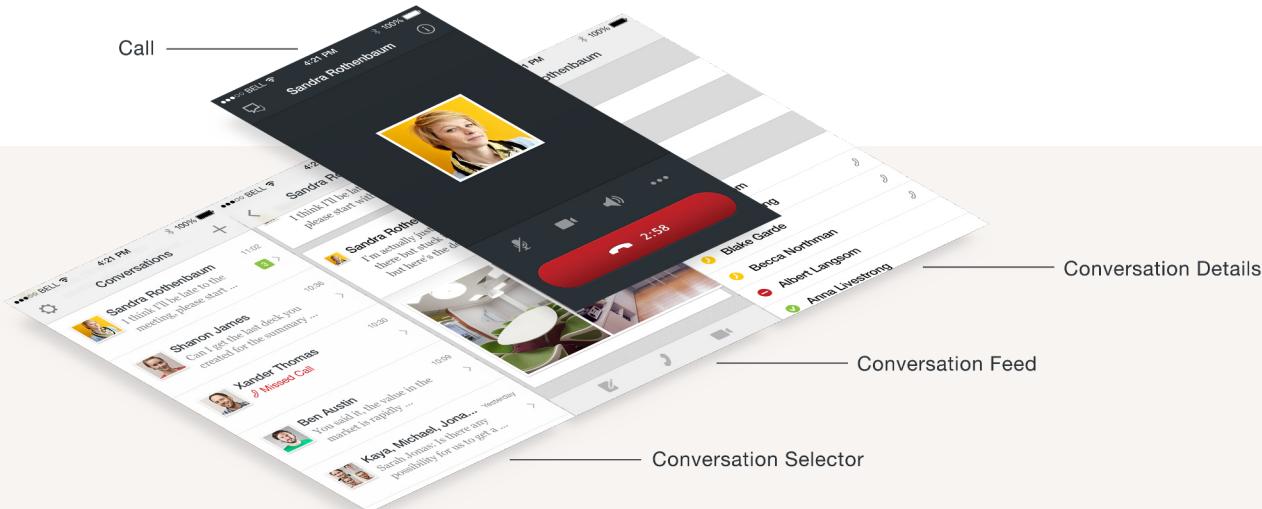


01

# Unify Project Ansible.

Making work more productive, connected and human centred.

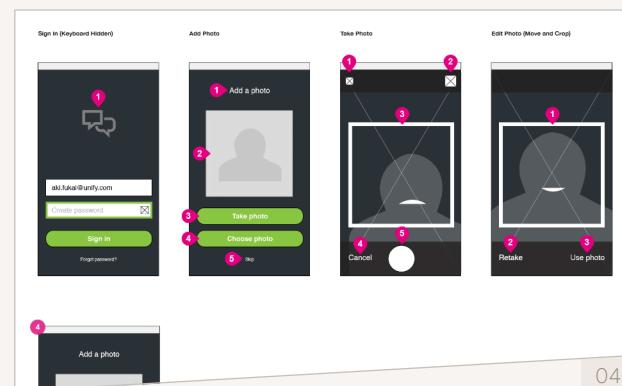
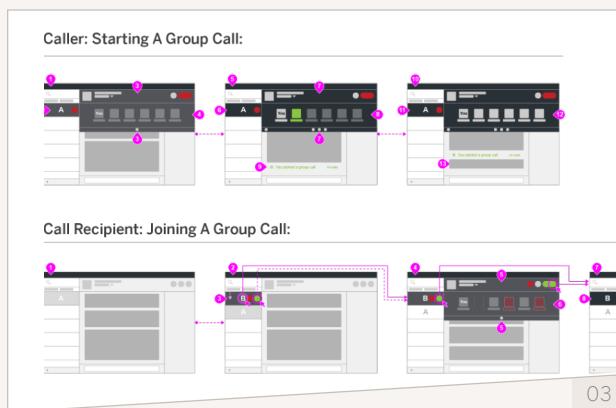
[Projectansible.com](http://Projectansible.com) (Circuit)



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**.

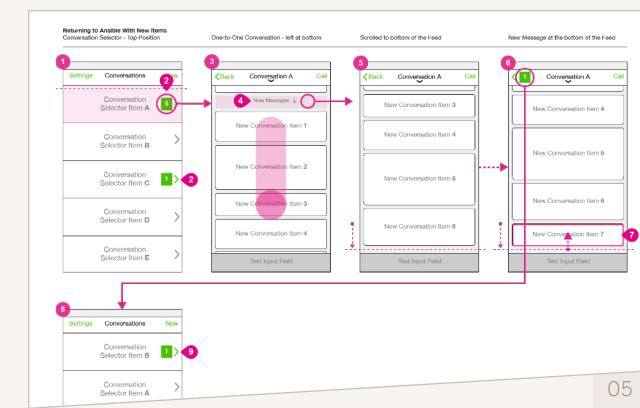
I helped conceiving and designing thoughtful **overarching concepts**, **user flows**, **detailed interactions** and **UI components** throughout **web and mobile** for a broad range of features e.g. conferencing, (group) voice/video calls, textual conversations, notifications, **first use** etc. in collaboration with frog's designers and Unify's product owners.



## 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

02

03

04

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

o2.de

**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

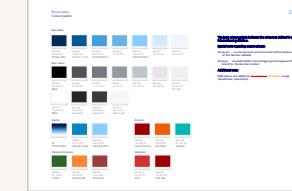
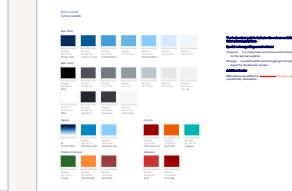
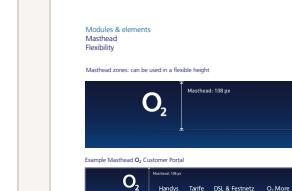
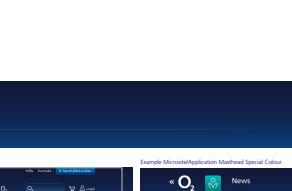
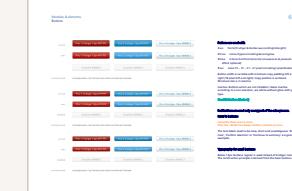
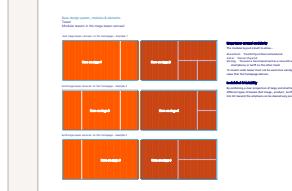
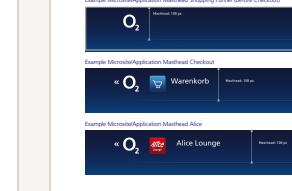
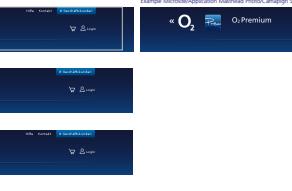
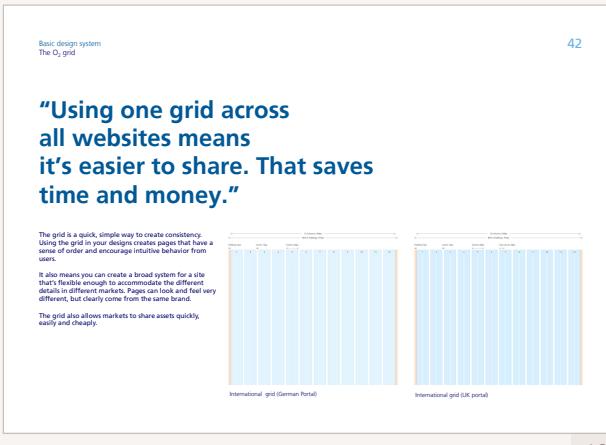
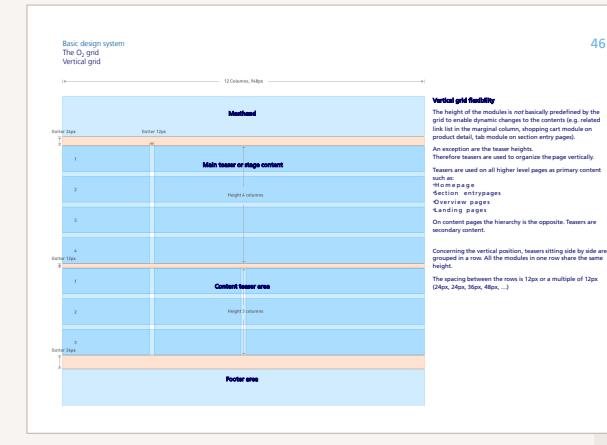
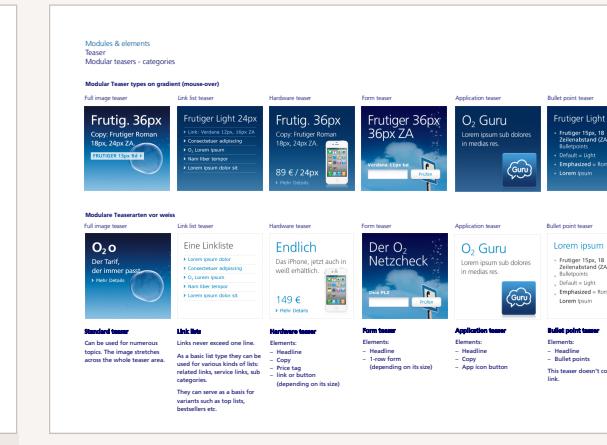
- 01 Phone landing page with panorama teaser
- 02 Home with modular teaser
- 03 Mobile phone shop catalogue
- 04 Mobile phone detail page

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

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

 <p><b>1</b></p> <p>Basic visual language &amp; brand assets</p> <p>Visual language</p> <ul style="list-style-type: none"> <li>Brand assets</li> <li>Type</li> <li>Gradient</li> <li>Color palette</li> <li>Geography</li> <li>Icons</li> <li>Image palette</li> <li>Font families</li> <li>Line styles</li> </ul>	 <p><b>2</b></p> <p>Basic design system, modules &amp; elements</p> <p>System:</p> <ul style="list-style-type: none"> <li>- Grid</li> <li>- User interface elements: Buttons, Headers, Navigation, Modals and footer</li> <li>- Icons</li> <li>- Footer design</li> <li>- Header design</li> <li>- Elements</li> <li>- Buttons</li> <li>- Icons</li> <li>- Lines</li> </ul>	 <p><b>3</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>	 <p><b>4</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>	 <p><b>5 - 8</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>	 <p><b>9</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>
 <p><b>10</b></p> <p>Consumer portal o2.de / zomline.de</p> <ul style="list-style-type: none"> <li>- Page types</li> <li>- Modules</li> <li>- Grids &amp; Rows</li> </ul>	 <p><b>11</b></p> <p>Applications</p> <ul style="list-style-type: none"> <li>Online Shop</li> <li>Mobile &amp; Web</li> <li>Product Configuration</li> <li>Order Process</li> <li>Login</li> <li>Self Care</li> <li>Customer Status</li> <li>Change Process</li> <li>Forum</li> <li>Communication Center (Email, SMS, MMS)</li> <li>Value Added Services</li> <li>Newsletters</li> </ul>	 <p><b>12</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>	 <p><b>13</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>	 <p><b>14</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>	 <p><b>15</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p> <p>Grids &amp; columns</p> <p>Grids &amp; rows</p>
 <p><b>16</b></p> <p>Basic design system The O2 grid</p> <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 very different, but clearly come from the same brand. The grid also allows markets to share assets quickly, easily and cheaply.</p> <p>International grid (German portal)      International grid (UK portal)</p>	 <p><b>17</b></p> <p>Basic design system The O2 grid Vertical grid</p> <p>Vertical grid flexibility</p> <p>The height of the modules is not basically predefined by the grid to enable dynamic changes to the contents (e.g. related link in the marginal columns, shopping cart module on product pages, news module on category pages etc.). An exception are the teaser heights.</p> <p>Teasers are used to organize the page vertically, such as on all higher level pages as primary content (e.g. homepage, section entrypages, overview pages, featured products).</p> <p>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>	 <p><b>18</b></p> <p>Modular teasers</p> <p>Modular teasers on gradient (mouse-over)</p> <p>Full image teaser</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p>Modular teasers vor weiß</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p>Standard teaser</p> <p>Link list</p> <p>Hardware</p> <p>Form</p> <p>Application</p> <p>Bullet point</p>			

## Brand Style Guide

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

# Rossmann Online-Shop.

A fully revamped and massively improved shopping experience through customer-centric design.

- Iterative complete inside-out revamp
- Baby world with useful advice
- Further themed worlds
- Discovery search and filtering
- New customer reviews system
- Customer acquisition & loyalty programs
- Single sign on
- and a lot more...

**What:** Comprehensive online shop redesign inside and out

**Role:** Senior Art Director and Concept Developer (UX & IA)

**Duration:** ~1.3+ year (net)\*, various agile initiatives, Freelance

The screenshot shows a sidebar with several filter categories:

- 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 with values from Alle to 12, with 12 selected.
- Online/Filiale:**
  - Exklusiv Online 119
  - Filialangebot 220



**ROSSMANN**  
Mein Online-Shop

Hallo und Willkommen im Rossmann Online-Shop!

Mein Konto Wunschliste Service & Hilfe Unternehmens

Warenkorb ist leer

Vorschläge zu Ihrer Suche:

**Reiniger**

**Suchbegriffe**

- Allzweck Reiniger (11)
- Bad Reiniger (28)
- Fussboden Reiniger (29)
- Küchen Reiniger (4)

**Produkte (164)**

- Bref Power Hygiene Reiniger  
3,49 € **2,49 €**
- Bref Power Universal Reiniger  
**ab 2,49 €**
- Bref Power Universal Reiniger  
(4)
- Viss Glas & Flächen Reiniger Konzentrat  
**1,69 €**

**Alle 164 Produkte anzeigen**

**Alle Kategorien**

Duft

Gesundheit & Sport

Haushalt & Wohnen

Pflege & Beauty

Baby & Kind

Technik & Multimedia

Wein & Spirituosen

Lebensmittel

Musik & Film

**Beliebte Marken:**

- Humana
- Penaten
- H&M
- Alete
- babydream
- Bebivita
- Fisher Price
- Hartung-Spiele
- HiPP
- Janosch
- Lilliput
- Lilliputz
- Maxi Cosi

[Alle Marken anzeigen](#)

**Nützliches:**

**Newsletter**  
Aktuelles, Tipps & Schnäppchen

Ihre E-Mail Adresse

Anmelden

**Fragen?**  
Live-Chat  
7:00 bis 19:00 Uhr

**Aktueller Prospekt**  
Online blättern

[Alle Prospekte](#)

**Partner-Angebote:**

**Schwarzkopf**  
**NEU:**  
Professional HairCare for You

**babywelt**  
Mein Bonus-Club von ROSSMANN

**Pflege für Sie**

Alles was schön macht und schön hält.

Zu den Angeboten

**Baby's Bestes**

Babynahrung, -pflege, Spielzeug, Möbel & mehr

Zu den Angeboten

**Neu im Shop**

**Neu!** Belinlea gaming book mit Windows Vista Premium – Lorem ipsum, 1 Stück, Zur Zeit nicht verfügbar  
5.019,99 € Ausverkauft

**Neu!** Soflens Monatslinsen 59, 6 Stück, Sofort versandfertig  
34,99 € UVP  
29,50 € **15 %**  
zzgl. Pfand

**Neu!** Alete Bio-Früh-Karotten  
allergiebewusst, glutenfrei, ..., 150 g, Sofort versandfertig  
1,35 € **15 %**  
zzgl. Fracht

**Alle anzeigen**

**Sauber, sauber!**

Reinigen und pflegen in Küche, Bad & WC

Zu den Angeboten

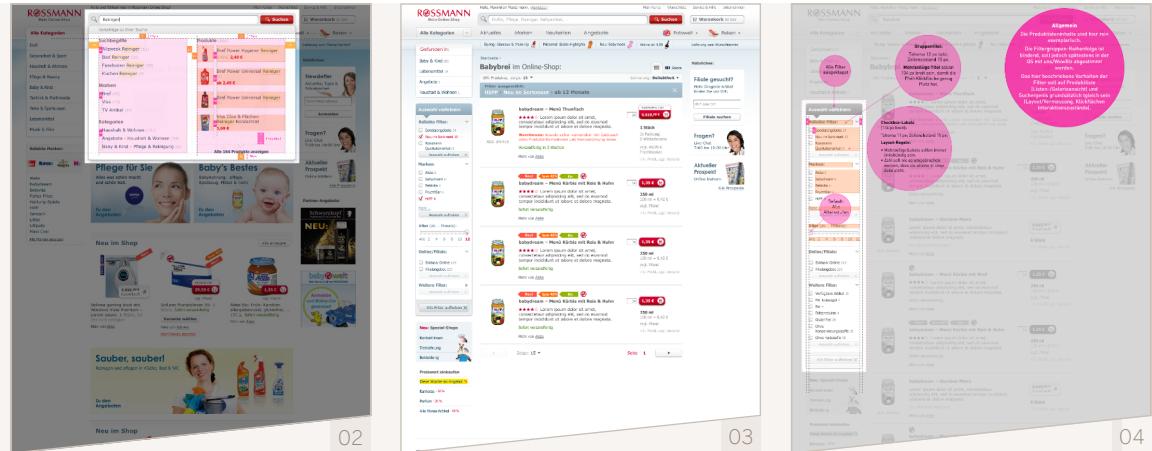
**Neu im Shop**

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allergiebewusst, glutenfrei  
1,35 € **15 %**  
zzgl. Fracht

**Alle anzeigen**



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

[rossmannversand.de](http://rossmannversand.de)

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.

## Screens

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

### **Technology:** FACT-Finder

**Role:** Concept Dev. IA/UX, Art Direction, UI Design

**Agency:** WowBiz

01

## Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

02

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.

**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

### 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](http://mercedes-benz.de/mein-mercedes)

The figure consists of six screenshots of the Mercedes-Benz website, labeled 01 through 06:

- 01**: Home page for 'MyMercedes' featuring a large image of a silver SLR McLaren and links for 'Faszination Mercedes', 'Meine Fahrzeuge', and 'Meine Marke'.
- 02**: A landing page titled 'Willkommen bei MyMercedes.' with a welcome message and a 'Gated Tour starten' button.
- 03**: A promotional page for the 'Faszination Mercedes' campaign, showing a silver CL-Class driving at night.
- 04**: The main 'MyMercedes' home page for user 'Herr Mustermann', displaying personalized recommendations, current themes, and a list of saved vehicles.
- 05**: A detailed view of the 'Meine gespeicherten Fahrzeuge' (Saved Vehicles) section, showing four vehicle cards with price and financing details.
- 06**: The 'Mein Profil' (My Profile) edit screen, showing fields for personal information like name, address, and account details.

## 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

# Aki Fukai

## Professional Experience + Education

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M +49 172 431 15 00  
E aki@fukai.ch  
W <https://fukai.ch>

<b>Personal data</b>	Nationality  Marital status & family	Swiss  Married, father of two daughters		
<b>References</b>	Clients I have worked for and with	<b>academics</b> (Die Zeit, Forschung & Lehre) <b>Audi</b> Beiersdorf (Eucerin) <b>collectAI</b> (Liquid Labs/Otto Group) <b>CTS Eventim</b> <b>Daimler/Mercedes-Benz</b> <b>enfore AG</b>	<b>Henkel</b> (Venture PlasticPlan with MVP Tech.) <b>Immonet</b> (Axel Springer) Liebeskind Berlin <b>Netbreeze</b> (acquired by Microsoft) receeve <b>Rossmann</b> <b>SAP SE</b>	<b>Swiss Federal Railways SBB</b> Sony Deutschland <b>Telefónica Germany</b> (o2) <b>Unify</b> (formerly Siemens Enterprise Comm.) <b>WHATEVER.WORKS</b> (JobRad venture)
	Agencies I have worked with	<b>D-LABS</b> DDD Design <b>Experience One</b> EYELABEL Digital Communication Freiland Netzlösungen <b>frog design</b> Häberlein & Mauerer Interone	<b>MVPF Technologies</b> <b>Neue Digitale/Razorfish</b> Nolte & Lauth <b>precious design studio</b> <b>Sturm und Drang, Innovation Insights</b> superReal (now Dept) TEMPODOME WowBiz	
<b>Studies</b>		<b>University of Applied Sciences, Department of Design HAW Hamburg</b> 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.		
<b>Languages</b>	German  English  French  Japanese & isiZulu	Native tongue  Full professional proficiency in speaking and writing Intermediate level (CEFR B1) Beginner level		