

AKI FUKAI

Portfolio June 2022

More current work and prototypes on request

Elbchaussee 15
22765 Hamburg, Germany
USt-IdNr. DE229552221

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

Current Roles

Lead product designer,
concept developer &
UX consultant

Let's talk and find out if I'm the
right fit for your team and
challenge ahead.

Preferably I collaborate on a contract basis.

Book me as a freelancer/contractor or —
with more lead time — as a well rehearsed
small team of product people, designers and
developers.

Profile

Credo: Focus on the customer's experience and joy of use, serving a purpose on a system level. Preferring to work informally across disciplines as equals – peers and clients, together driving the right decisions and tradeoffs, based on current insights and learnings – and especially interested in sustainability.

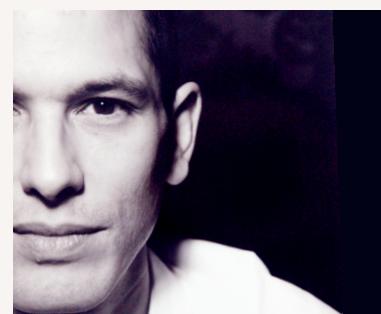
Together we build new device agnostic platforms and services, dynamic data-driven applications (web, mobile, POS) — whatever means help your diverse and multilingual customers and your business thrive.

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, product driven thinking & practice, user research, user flows, wireframes, lofi to hihi 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, Basecamp, etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

Experience: More than 14 years of product driven design practice, Many years of agency, consultancy and most recently more than 6 years of startup 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 GmbH (Die Zeit, Forschung & Lehre) Audi Baden-Württemberg Ministry of State Beiersdorf (Eucerin) BMW (bmw.com) collectAI (Liquid Labs / Otto Group) CTS Eventim AG	Daimler (Mercedes-Benz) enfore AG Henkel (with MVP Factory) Immonet GmbH (Axel Springer AG) Klinikum Südstadt Rostock Netbreeze (acquired by Microsoft) receeve GmbH	Rossmann SAP SE SBB Swiss Federal Railways Siemens Medical Solutions Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
	Agencies I have worked with 2008 - today 1997 - 2007	D-LABS GmbH DDD Design GmbH Eyelabel Digital Communication Fork Unstable Media GmbH Freiland Netzlösungen GmbH frog design Häberlein & Mauerer AG Interone GmbH	Jung von Matt/next Kabel New Media AG (BMW Unit) Neue Digitale / Razorfish GmbH Nolte & Lauth GmbH OgilvyInteractive SpiritLink GmbH Plan.Net Sturm und Drang, Innovation Insights	superReal GmbH (now Dept) TEMPODOME GmbH WowBiz GmbH
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 school knowledge		

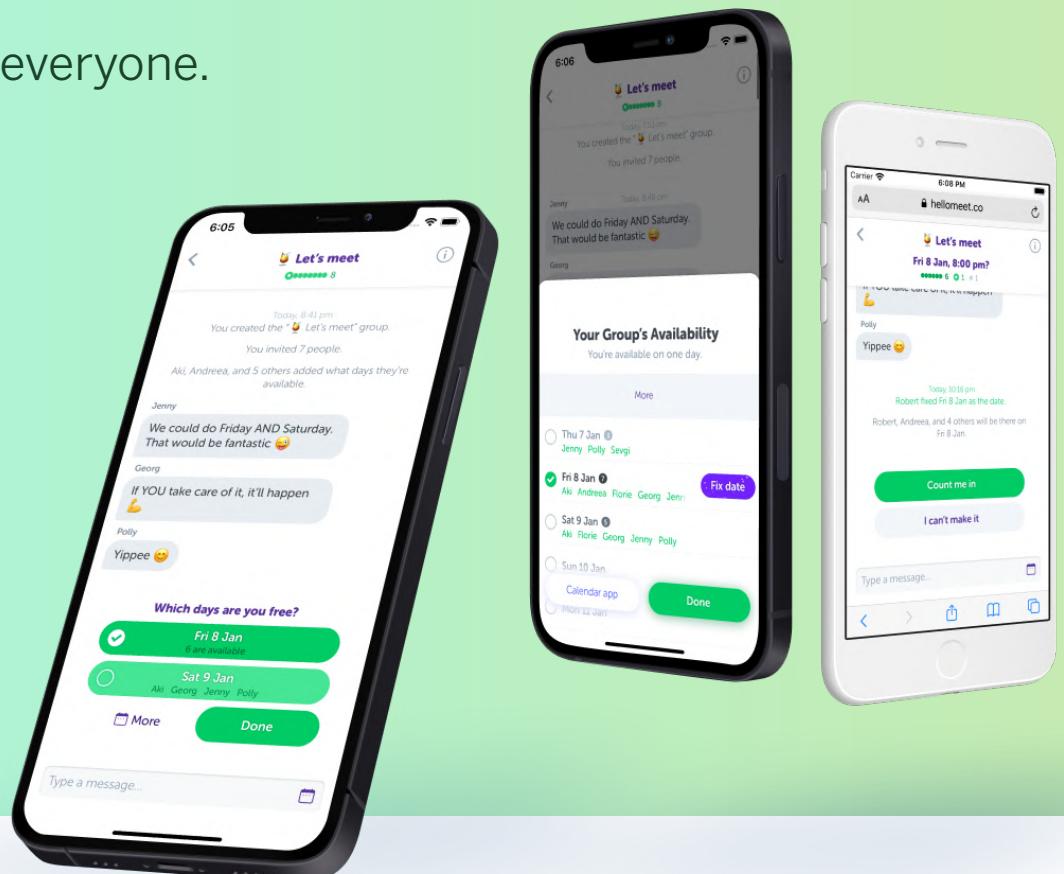
Hello Meet: Finding time together made simple. Finally.

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
- Co-shaping and testing the 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



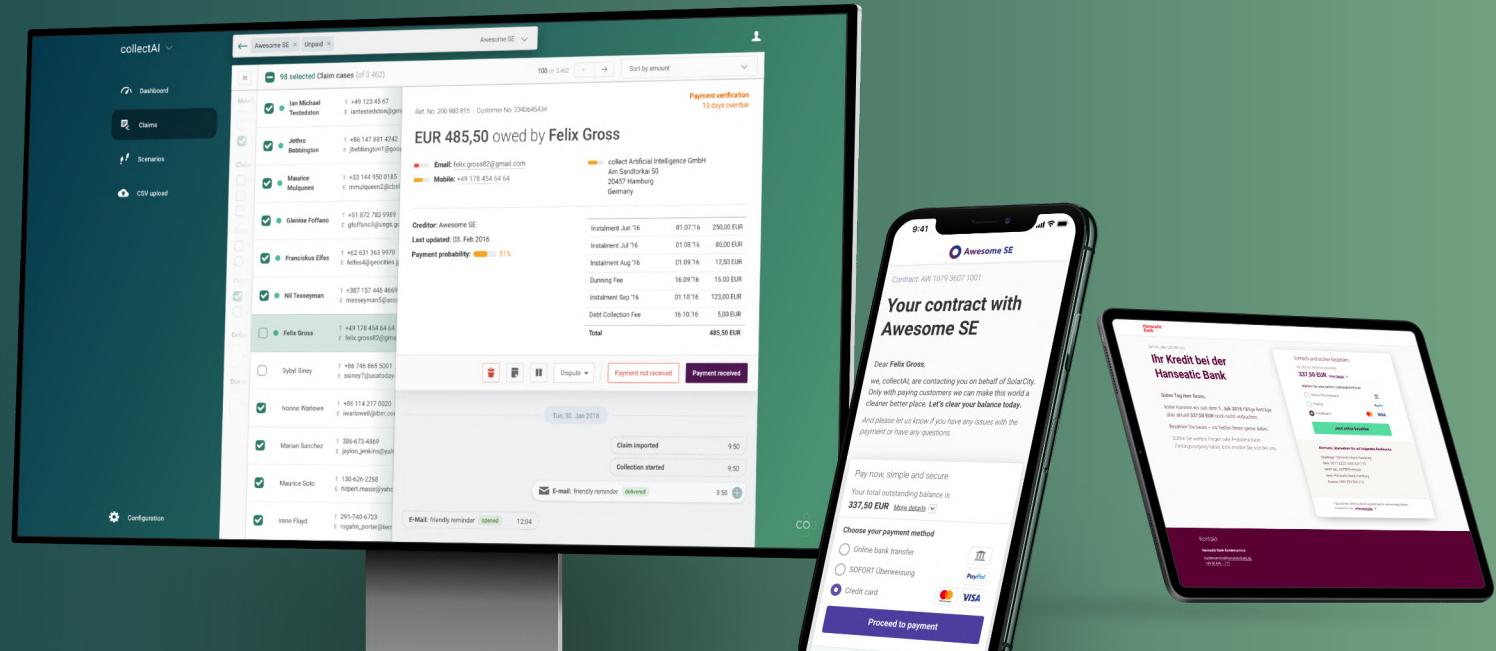
Receivables redefined, customer centric & data informed – collectAI.

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

- Next gen claim management platform
- Mobile first whitelabel 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.

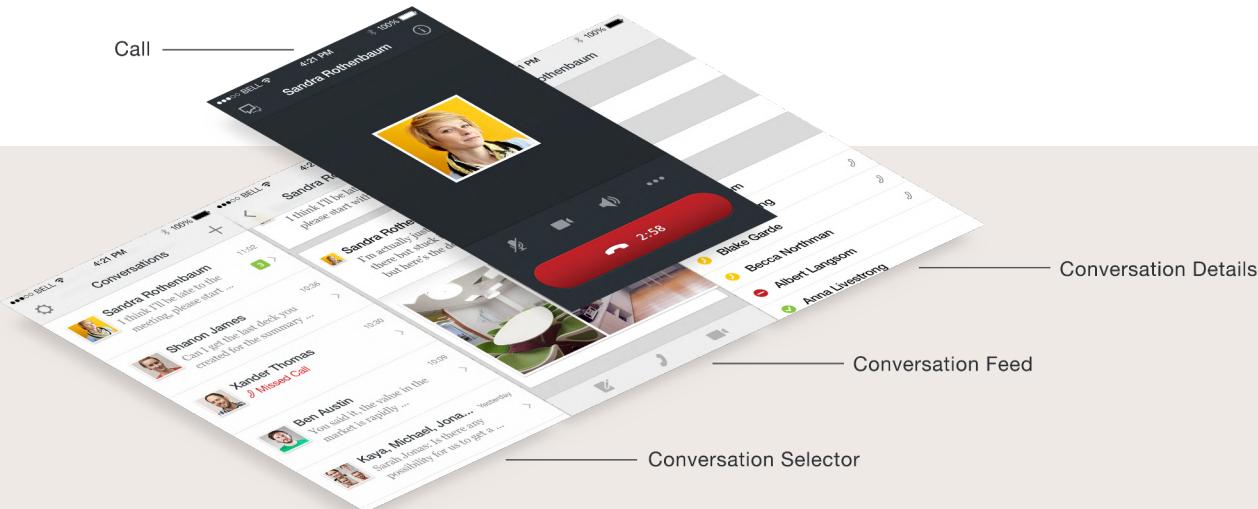


01

Unify Project Ansible.

Making work more productive, connected and human centred.

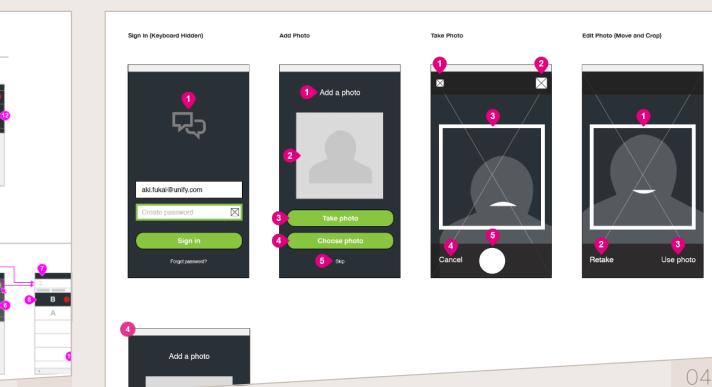
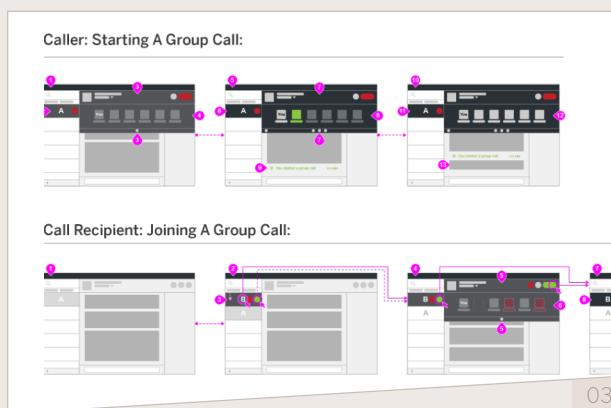
Projectansible.com (Circuit)



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.

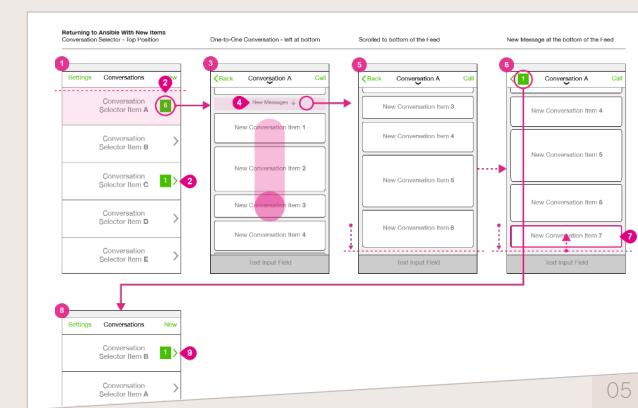


03

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

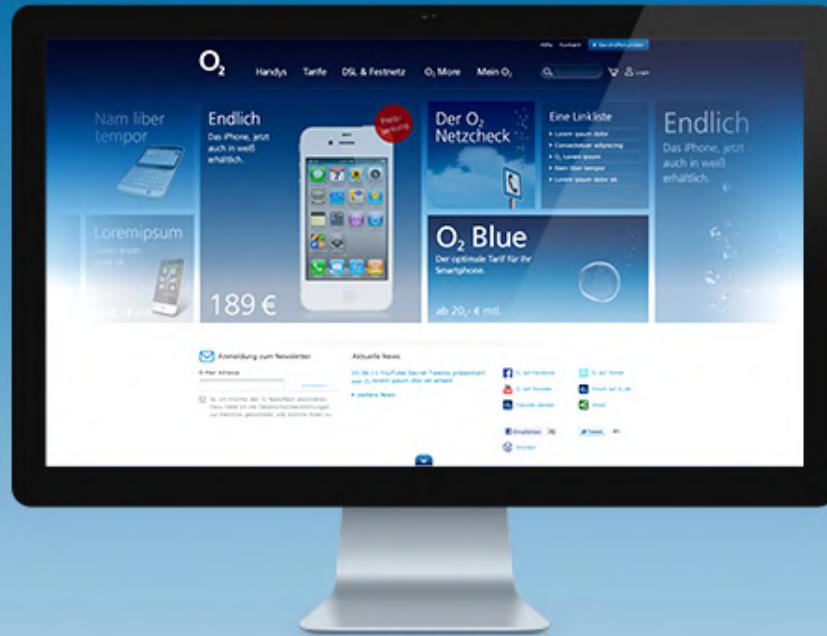


05

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.



01

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

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.

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 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.

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 Basic visual language & brand assets

2 Basic design system, modules & elements

3 Consumer portal o2.de / zonline.de

4 Applications

5 - 8 Modules & elements

9 Images (Style Guide)

10 Grid

11 Dimensioning

12 Modular teasers

10 / 17

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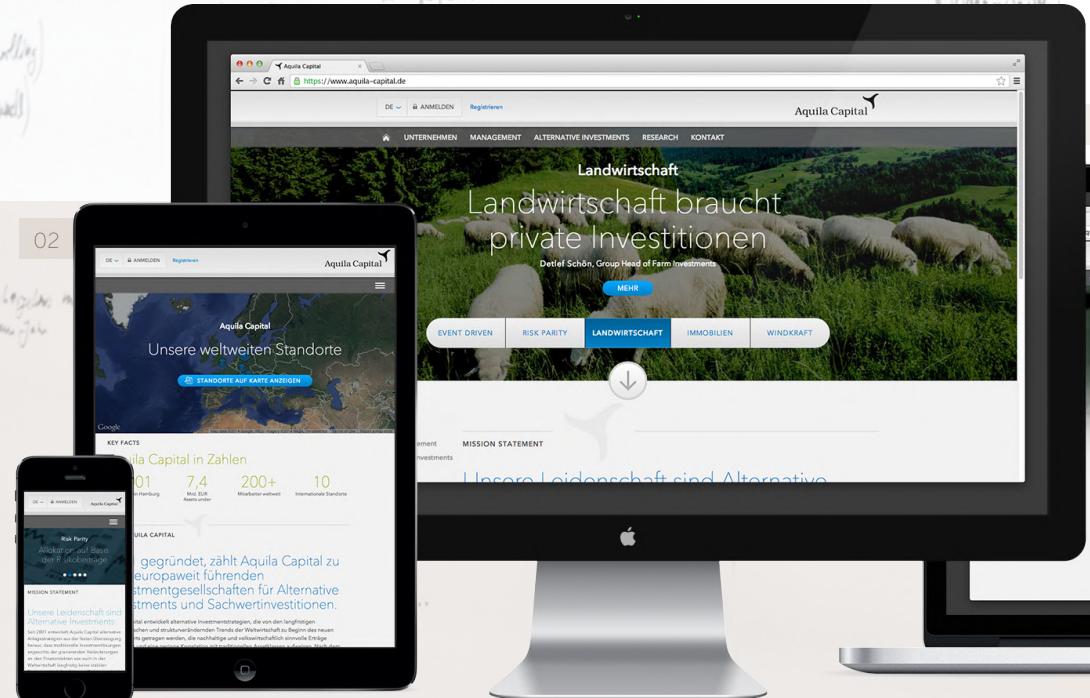
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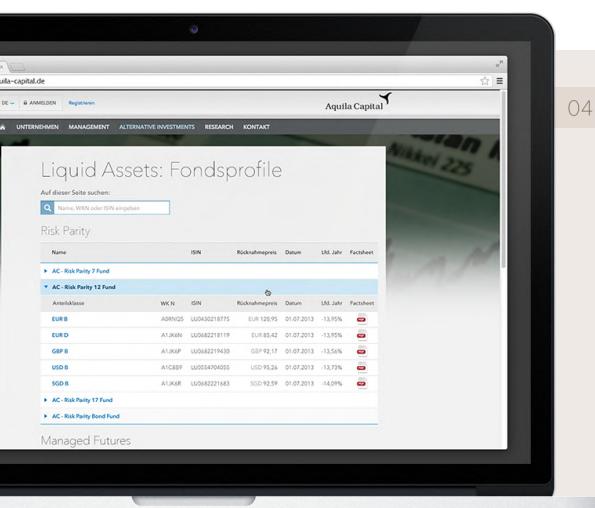
Do Vierchen der 1. Teil
Was ist Thyroideal
• Wozt für jede Welttop einer abstecken
Inhalt zu finden. Was es für ein Thema kann
Welt gibt nicht nur im nächsten Thema.



Aquila Capital Responsive corporate website for alternative investments.

aquila-capital.de

03



04

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.

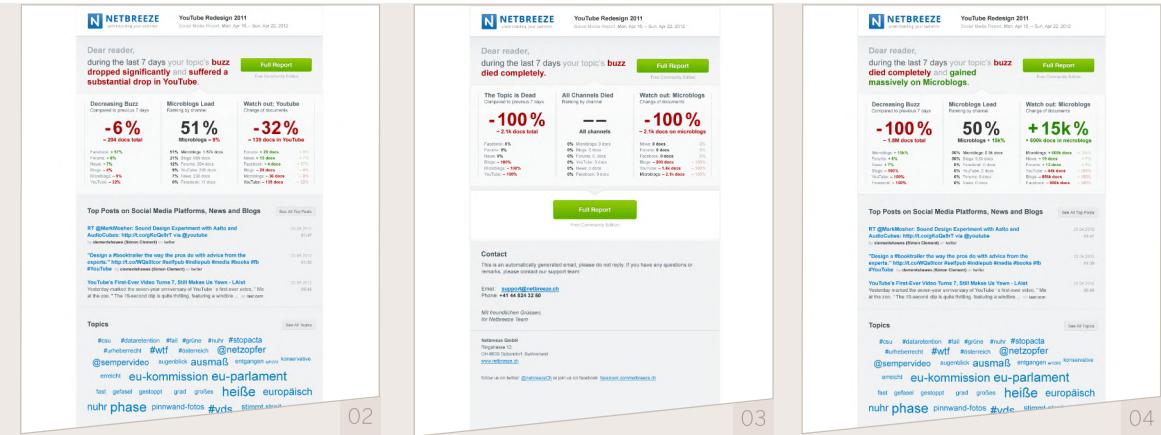
Technology: Locomotive CMS (Rails)

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



Netbreeze Social Media Summary:

Consumable social media monitoring
for every one.



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 ...

Auswahl verfeinern

Beliebte Filter:

- Sonderangebote 14
- Neu im Sortiment 15
- Rossmann Qualitätsmarken 6

Auswahl aufheben

Marken:

- Alete 6
- babydream 6
- Bebivita 6
- FruchtBar 6
- HiPP 4

Mehr ...

Alter (ab ... Monate):

Alle 2 4 6 8 10 **12**

Online/Filiale:

- Exklusiv Online 119
- Filialangebot 220

Auswahl aufheben



01

Hallo und Willkommen im Rossmann Online-Shop!

Mein Konto Wunschliste Service & Hilfe Unternehmen

Warenkorb ist leer

Reiniger

Vorschläge zu Ihrer Suche:

Suchbegriffe

- Allzweck Reiniger (11)
- Bad Reiniger (29)
- Fussböden 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 2,49 €
- Viss Glas & Flächen Reiniger Konzentrat 1,69 €

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:

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

Belina gaming book mit Windows Vista Premium – Lorem ipsum, 1 Stück, Zur Zeit nicht verfügbar

Mehr von Alete

5.019,99 € Ausverkauft

SofLens Monatlinsen 59, 6 Stück, Sofort versandfertig Variante wählen Mehr von Soflens Warnhinweis beachten

Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 150 g, Sofort versandfertig zgl. Fracht

59 24,99 € UVP 29,50 € zgl. Pfand 1,35 € zgl. Fracht

Sauber, sauber!

Reinigen und pflegen in Küche, Bad & WC

Zu den Angeboten

Neu im Shop

Belina gaming book mit Windows Vista Premium –

SofLens Monatlinsen 59, 6 Stück, Sofort versandfertig Variante wählen Mehr von Soflens Warnhinweis beachten

Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 150 g, Sofort versandfertig zgl. Fracht

59 24,99 € UVP 29,50 € zgl. Pfand 1,35 € zgl. Fracht

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

rossmannversand.de

02

03

04

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

Screens

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

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

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 sidebar with links like "FotoShop Home", "Fotos", "Foto-Bücher", etc., and a main area with a woman holding a camera and promotional offers for photo products.
- Rossmann Qualitätsmarken:** Features a banner with a woman holding a laptop displaying the website, followed by sections for "Rossmann Versand", "Babywelt", "Qualitätsmarken", "Fotowelt", "Unternehmen", and "Karriere". It includes a "Nachhaltigkeit" (Sustainability) section and logos for Cerrus, Altapharma, and Rossmann Versand.
- Rossmann - Der Drogeriemarkt:** Focuses on company news and initiatives. Headlines include "800 Auszubildende bei Rossmann" and "24,8 % Umsatzplus im ersten Halbjahr". It also features a "Verantwortung" (Responsibility) section with a child's photo and a "Duales Studium" (Dual Studies) section featuring a man in a suit.

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

02

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

Screens

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

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

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