

AKI FUKAI

Portfolio June 2022

More current work and prototypes on request

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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.

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.

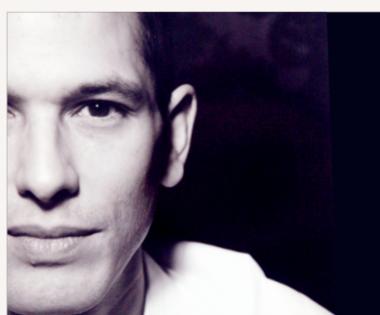
Together we build new device agnostic platforms and services, dynamic data-driven applications (web, mobile, POS) — whatever means help your diverse and multilingual customers and your business thrive.

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.



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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 Experience One AG 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 precious design studio 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		

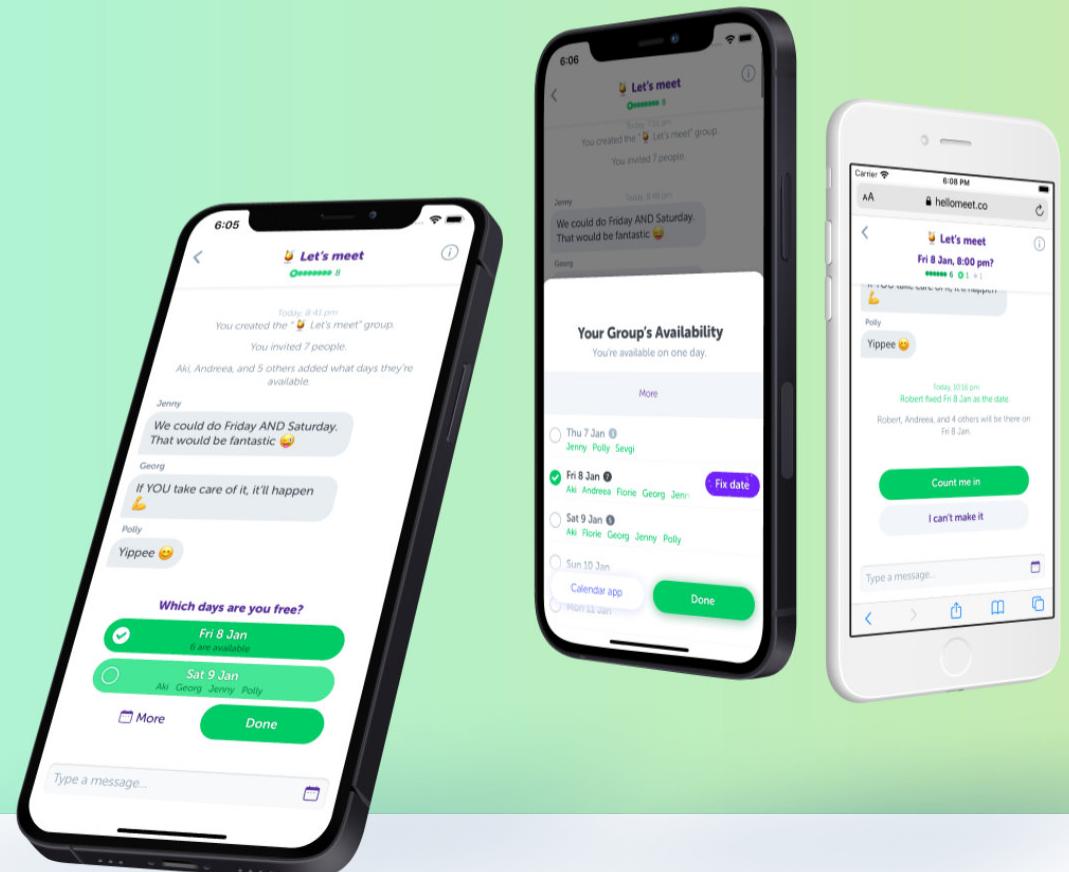
Hello Meet: Finding time together made simple. Finally.

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
- Continuous sensing and responding
- Co-shaping and testing the C2B 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



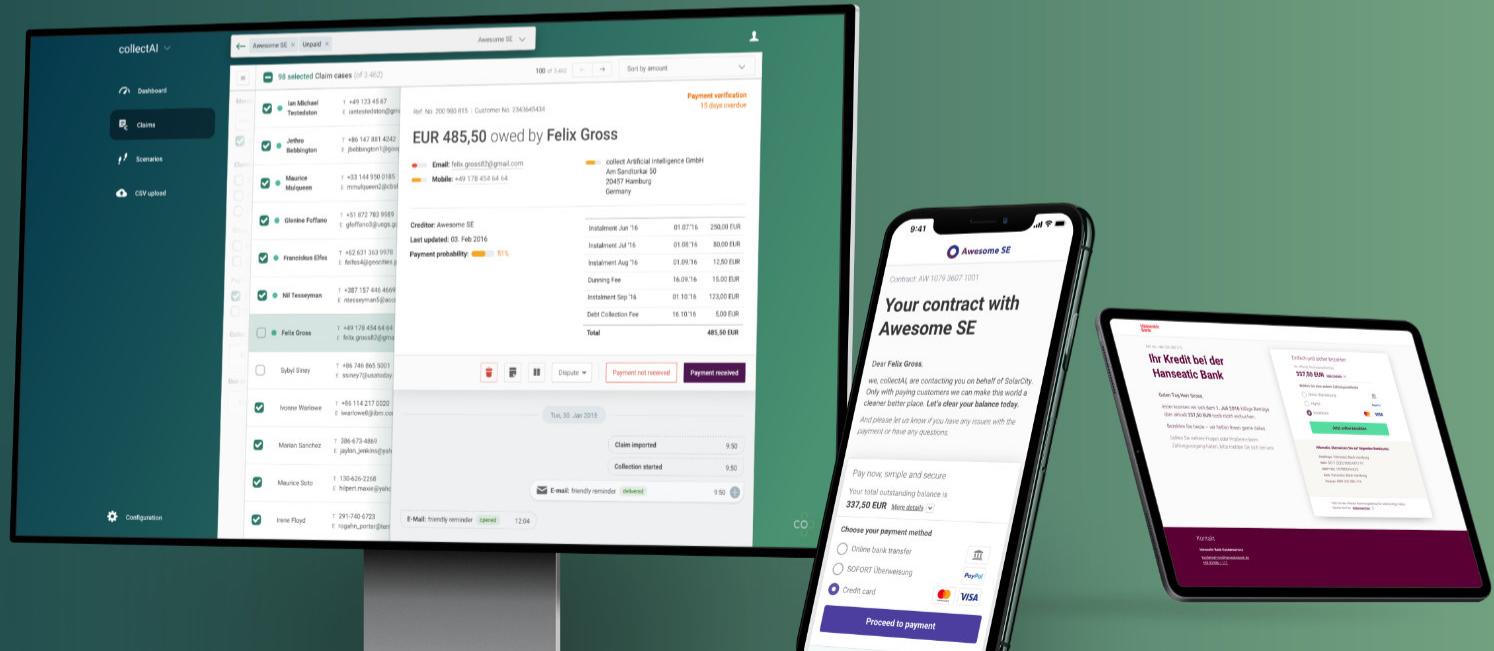
Receivables redefined, customer centric & data informed – collectAI.

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.

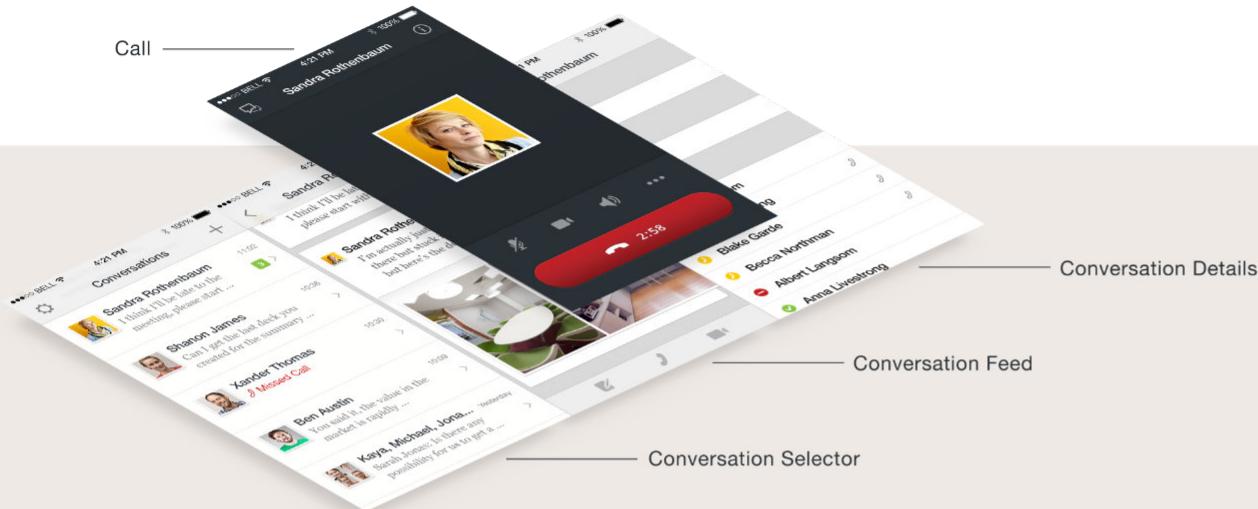


01

Unify Project Ansible.

Making work more productive, connected and human centred.

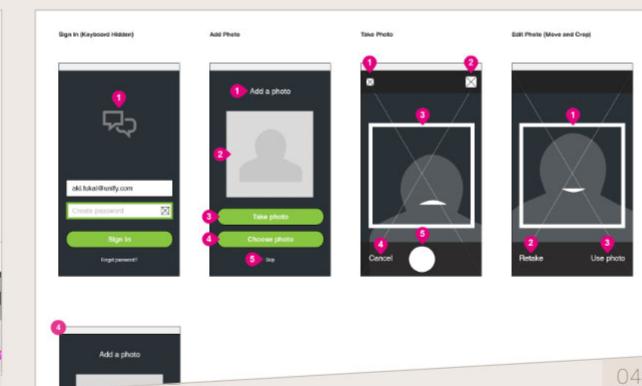
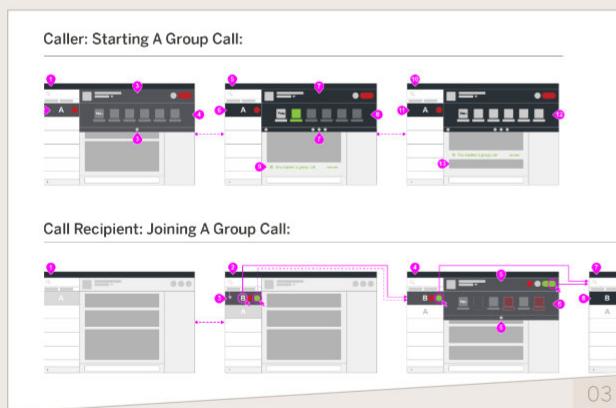
Projectansible.com (Circuit)



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.

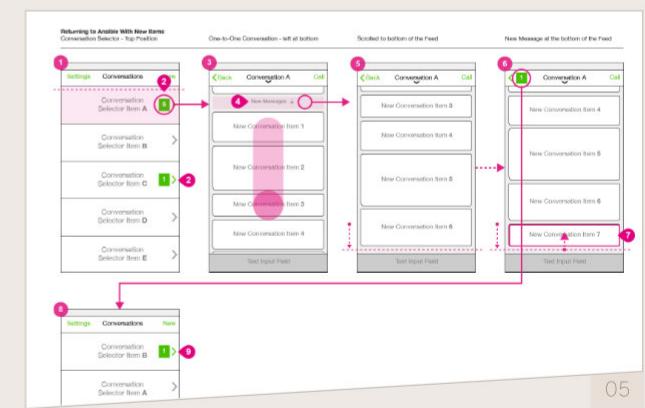


03

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

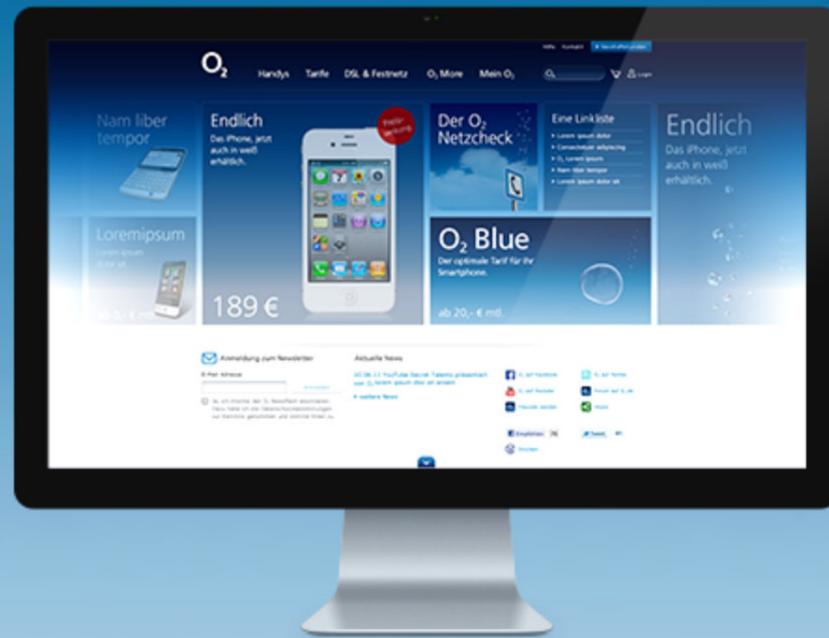


05

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.

Visualising the new concepts from the **epicentre** – the shopping flows enabled us to advance in a **fast and efficient pace**.

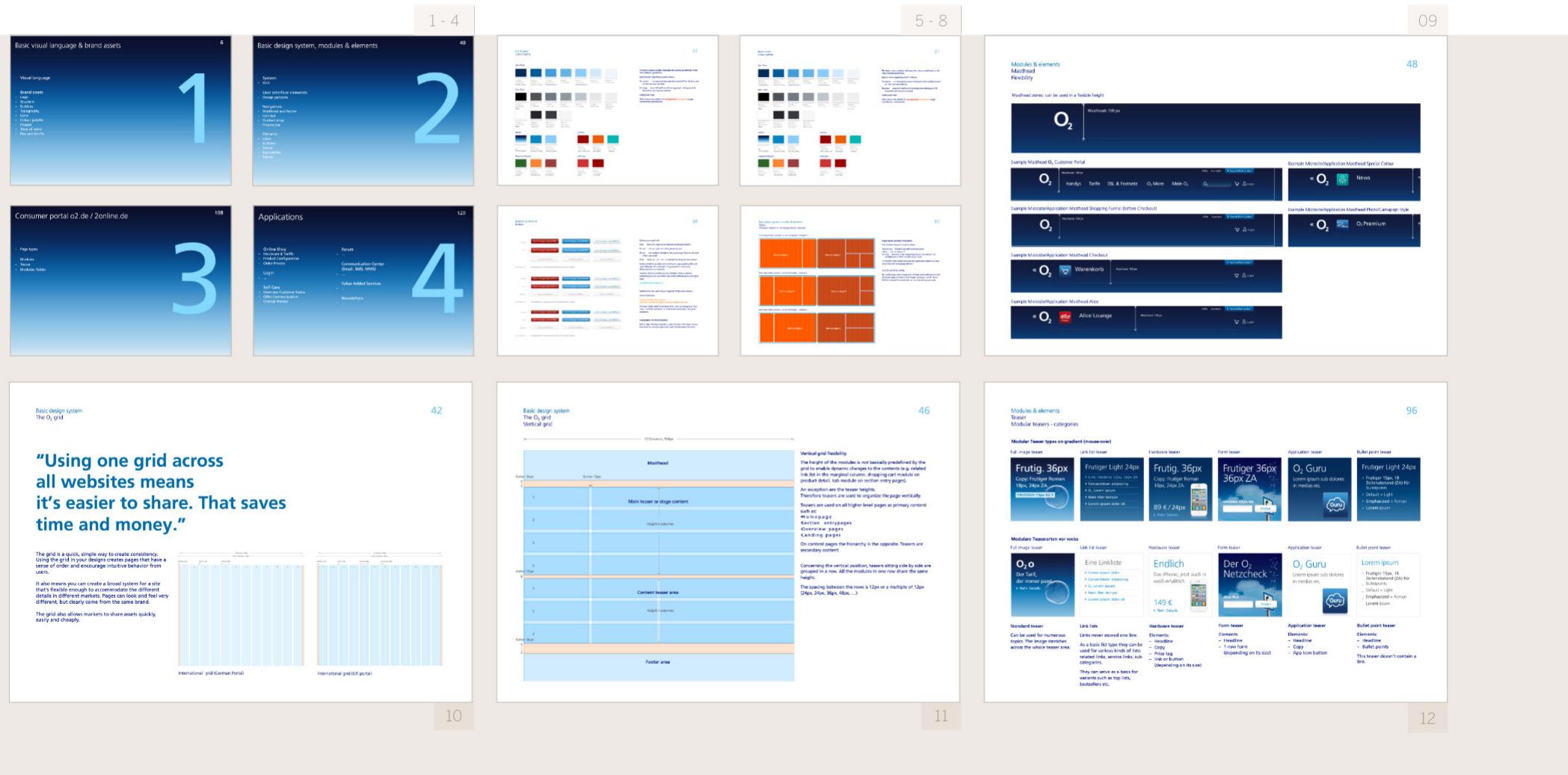
The **modular teaser concept** and the capability to integrate **campaigns** seamlessly at its core allowed for a flexible and vibrant portal. Finally I put it all together in a comprehensive style guide as a living and open document.

Screens

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

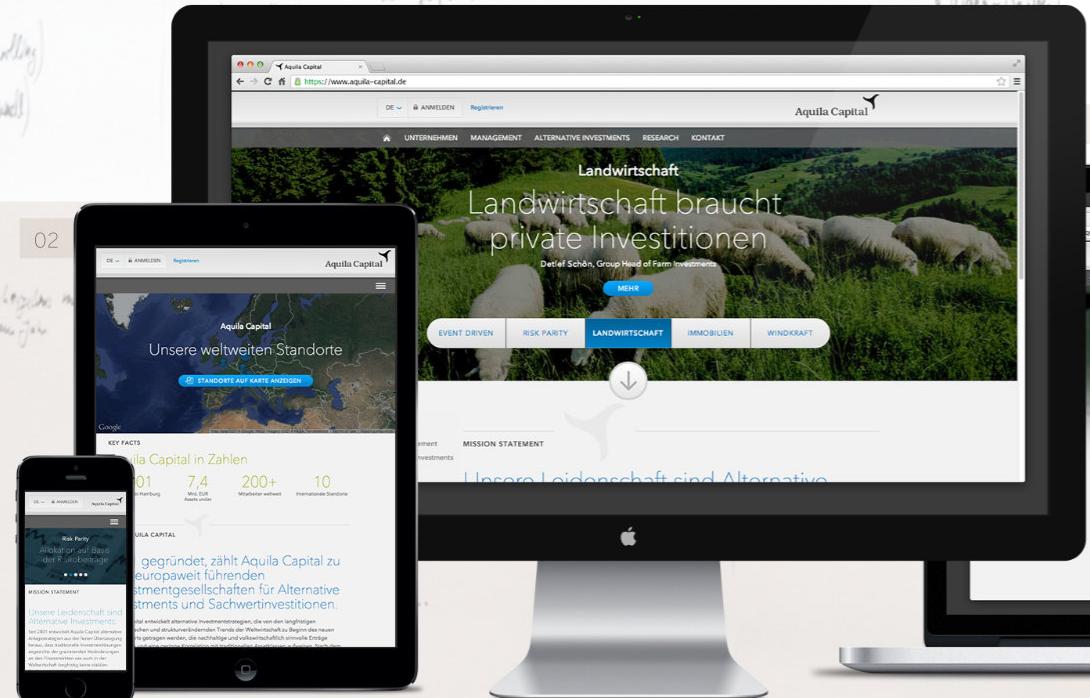
Role: Senior art direction, design lead
Agency: Razorfish

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



Was ist ein Content First Design?
 • Es soll für jede Menge eines Themas
 Inhalt zu finden sein es für das Thema besser
 Wählt sich nicht es im nächsten Thema.

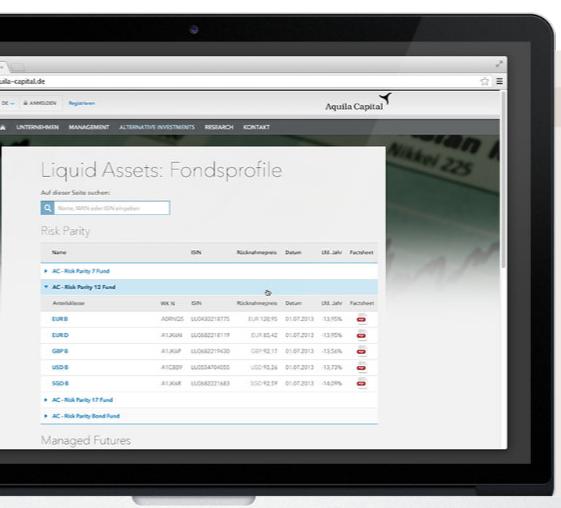
• Kurzbeschreibung
 • Datum
 ① Videoseite (Video Player)



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

01

Superbanner 728 x 90 px oder Wallpaper (optional)

Buzz.ly

Top Themen | Mein Konto | Über Buzz.ly | FAQ | Suche nach Themen, Autoren und Tags | suchen

Report: Energiewende, von Michael Hartmann +3

'Altmaier' wird aktuell **massiv auf Twitter thematisiert.** [Bearbeiten](#)

Altmaier Energiepolitik Starkstromstrassen Alle Tags

Top Post: Focus.de
Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause
Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken.
<http://www.focus.de/politik/deutschland/peter-altmaier-10-punkte-programm-bis-zur-sommerpause-10007111.html>

Data Summary:
Hier steht z.B. etwas zu Channel Ranking oder signifikantester Veränderung

+101%

Twitter

Top Posts Influencers Tags Verwandte Reports

31. Mai

10:55 15k ZON Wirtschaft, @zeitonline_wir

Jedes Bundesland plant seine eigene #Energiewende und bringt damit das Projekt in Gefahr. <http://t.co/0lkOpvxtrg> http://twitter.com/zeitonline_wir/statuses/20...

zeitonline_all: Hier steht ein Kommentar lorem ...

umweltmonitor (umwelt-monit...) 7:31 380

Vernetztes Land für die Energiewende: Der heute vorgelegte Netzentwicklungsplan soll aufzeigen, wo in den nächsten ... <http://t.co/ISUVim3g> <http://twitter.com/umweltmonitor/statuses/208...>

focus.de 82 Kommentare

Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause - FOCUS Online
Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken, sagte Altmaier am Donnerns...

Ereignis hinzufügen

Conversation Box:

- User Lorem A
- User B
- User Cum C
- User dolor sit D
- User E

Amazon Omakase Widget 170 x NNN px

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

02

NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic's buzz dropped significantly and suffered a substantial drop in YouTube. Full Report

Decreasing Buzz Microblogs Lead Channel Ranking

Platform	Value
Facebook	-6%
Twitter	-32%
YouTube	-100%

Watch out! YouTube channel ranking has dropped -100%.

Top Posts on Social Media Platforms, News and Blogs

03

NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic's buzz died completely. All Channels Died

The Topic Is Dead Completely

Platform	Value
Facebook	-100%
Twitter	-100%
YouTube	-100%

Watch out! Microblogs channel ranking has dropped -100%.

Top Posts on Social Media Platforms, News and Blogs

04

NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic's buzz died completely and gained massively on Microblogs. All Channels Died

The Topic Is Dead Completely

Platform	Value
Facebook	-100%
Twitter	-100%
YouTube	-100%

Watch out! Microblogs channel ranking has gained +15%.

Top Posts on Social Media Platforms, News and Blogs

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 X

Marken:

- Alete 6
- babydream 6
- Bebivita 6
- FruchtBar 6
- HIPP 4

Mehr ...

Auswahl aufheben X

Alter (ab ... Monate):

Alle 2 4 6 8 10 12

Online/Filiale:

- Exklusiv Online 119
- Filialangebot 220

Auswahl aufheben X



01

Reiniger

Suche: Reiniger

Vorschläge zu Ihrer Suche:

- Allzweck Reiniger (11)
- Bad Reiniger (29)
- Fussboden 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

Anmelden

Fragen?

Aktueller Prospekt

Partner-Angebote:

Schwarzkopf Professional Hair Care NEU!

Neu im Shop

Zu den Angeboten

Sauber, sauber!

Zu den Angeboten

Neu im Shop

Zu den Angeboten

Zu den Angeboten

Zu den Angeboten

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

rossmannversand.de

02

03

04

Die Suchvorschläge und die nachfolgenden Filteroptionen sind für die Suchergebnisse optimiert. Das bedeutet, dass die Suchvorschläge in der Liste oben angezeigt werden, während die Filteroptionen unten aufgelistet sind. Das führt zu einer besseren Übersicht und erleichtert das Filtern der Ergebnisse.

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 its various features:

- FotoShop:** Shows a sidebar with links like FotoShop Home, Fotos, Foto-Bücher, Foto-Kalender, Foto-Leinwände, Poster, and Foto-Geschenke. It also features a "Entdecken Sie Jetzt Ihre schönsten Momente" section with a woman holding a camera and a "Nachhaltigkeit" section with a small plant.
- Rossmann Quality Markers:** Features a large banner with a woman holding a tablet displaying the portal. Below it are sections for "Rossmann Versand", "Babywelt", "Qualitätsmarken", "Fotowelt", "Unternehmen", and "Karriere". It includes a search bar and navigation links.
- Rossmann - Der Drogeriemarkt:** Shows a main headline "ROSSMANN – Der Drogeriemarkt" with a photo of a man. It highlights statistics: "010 haben wir 80% unserer übernommen.", "Duales Studium", and "Praktikum". It also features a "Verantwortung" section with a child's face and a "Ihr Ansprechpartner bei Rossmann" section with a team photo.

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

02

03

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 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

Screens

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

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)

- 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