

Aki Fukai

Senior 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

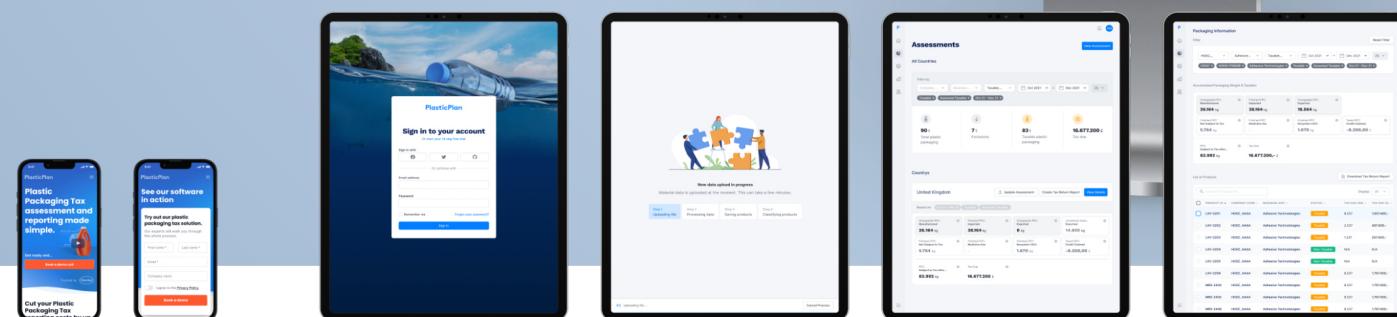
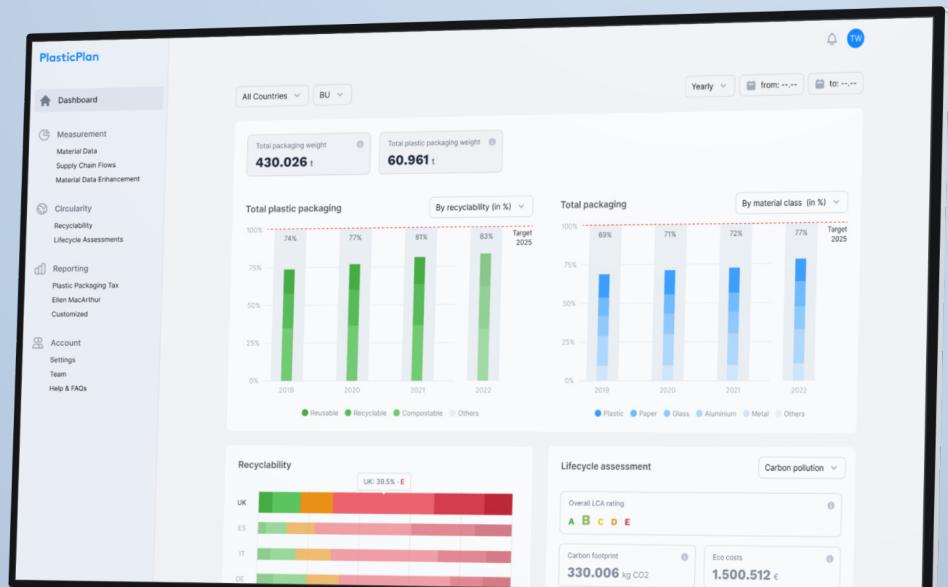
Collect, evaluate and visualize packaging data and its impact on the environment with built-in collaboration

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)



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

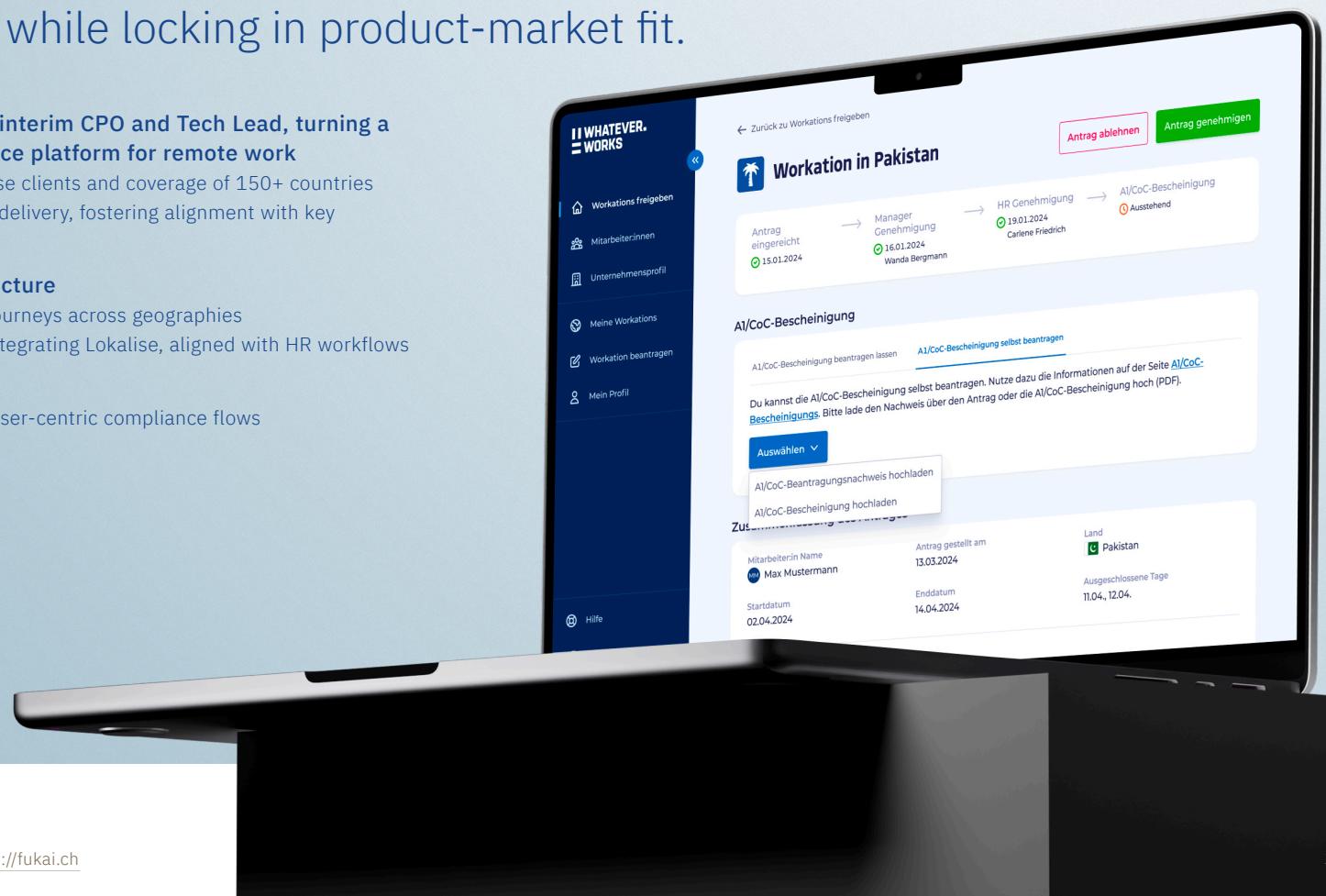
- Through combining product delivery excellence with user-centric compliance flows

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.

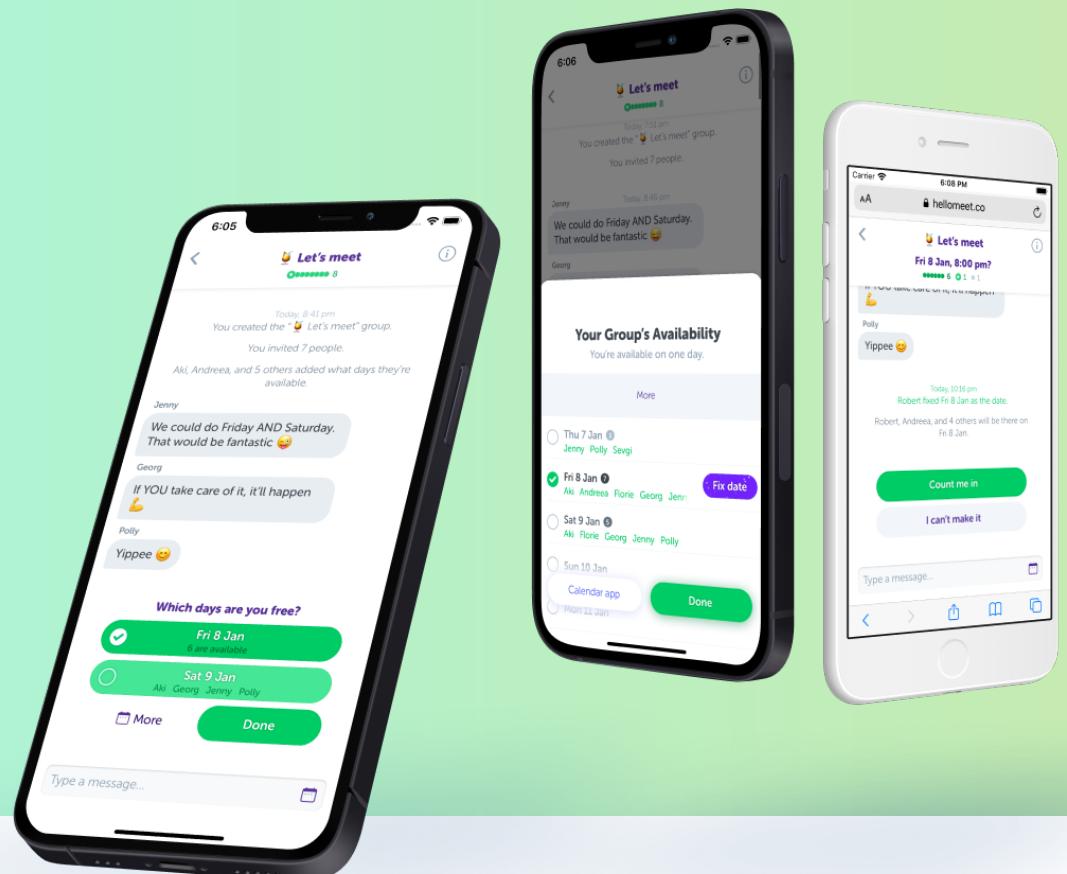
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- 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.

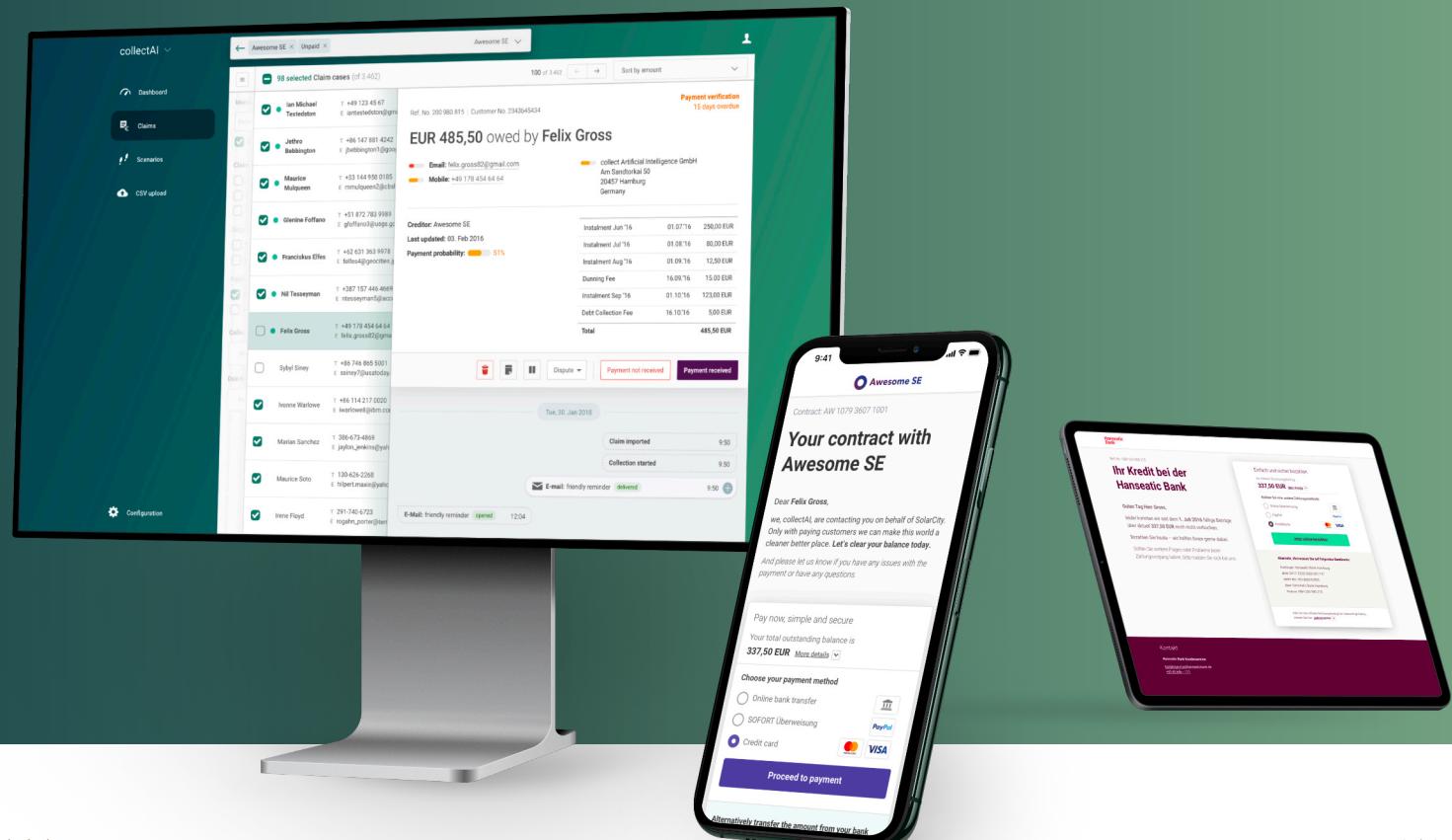
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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

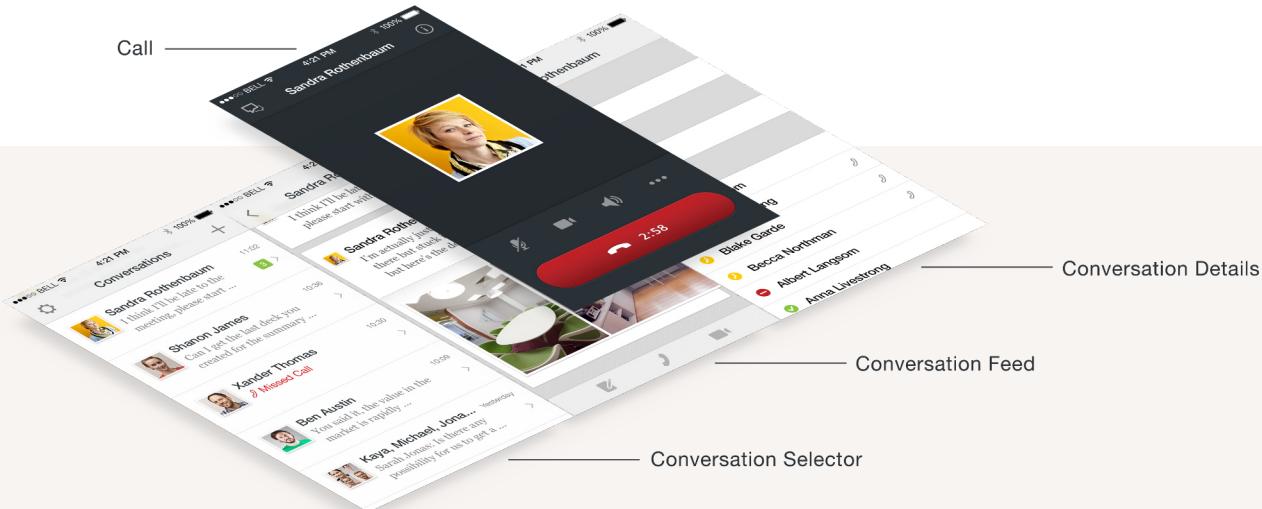


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Unify Project Ansible.

Making work more productive, connected and human centred.

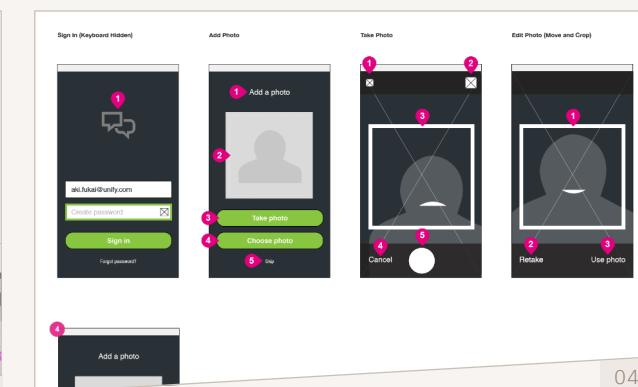
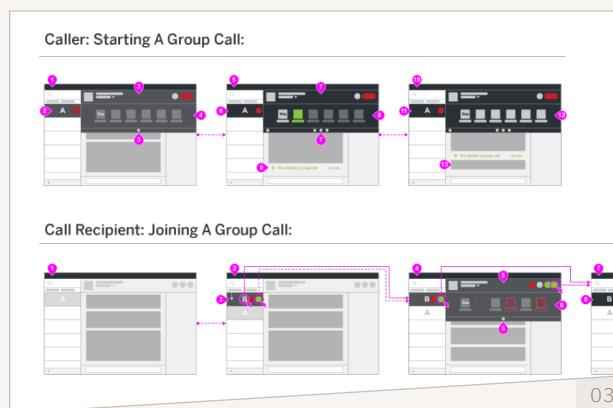
Projectansible.com (Circuit)



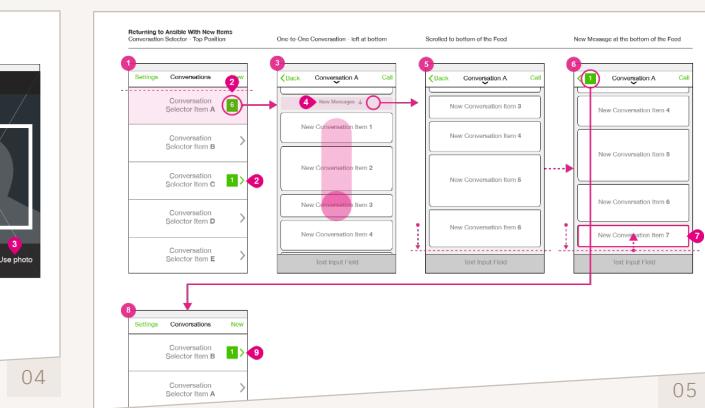
02

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



05

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

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References: Freelance, Contract, Fractional & Interim

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|----------------------------------|---|--|--|--|
| 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 | | |