

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

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

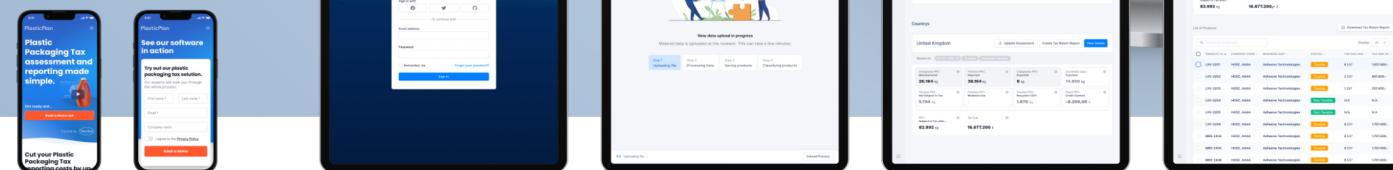
Product capabilities in a nutshell

Collect, evaluate and 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



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

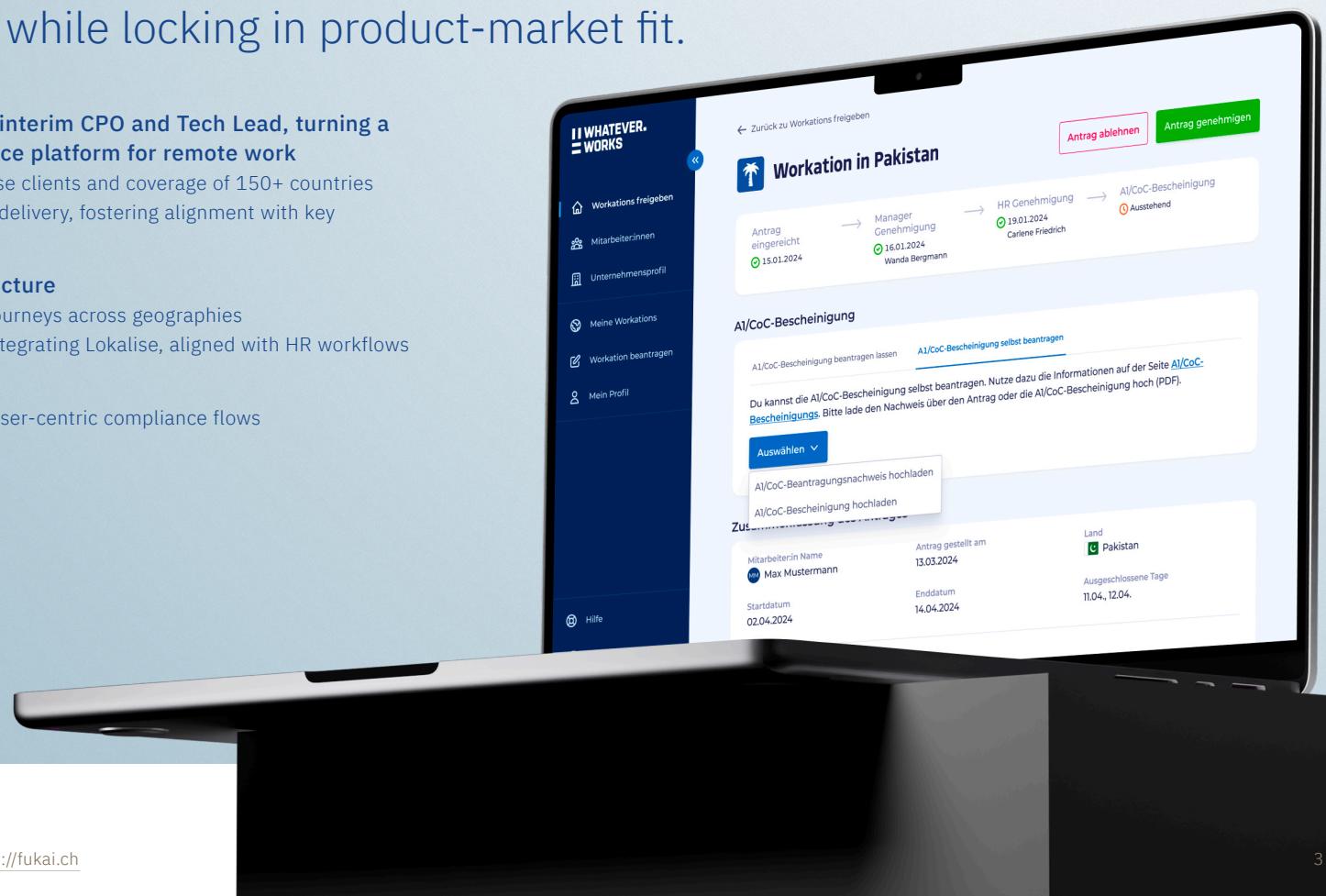
Recognised as Best HR Startup 2023

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

Technology: Web, React, Material UI

Role: Lead Product Designer → Design Director

Duration: 14 months contract, from zero to one



Hello Meet: Finding time together made simple. Finally.

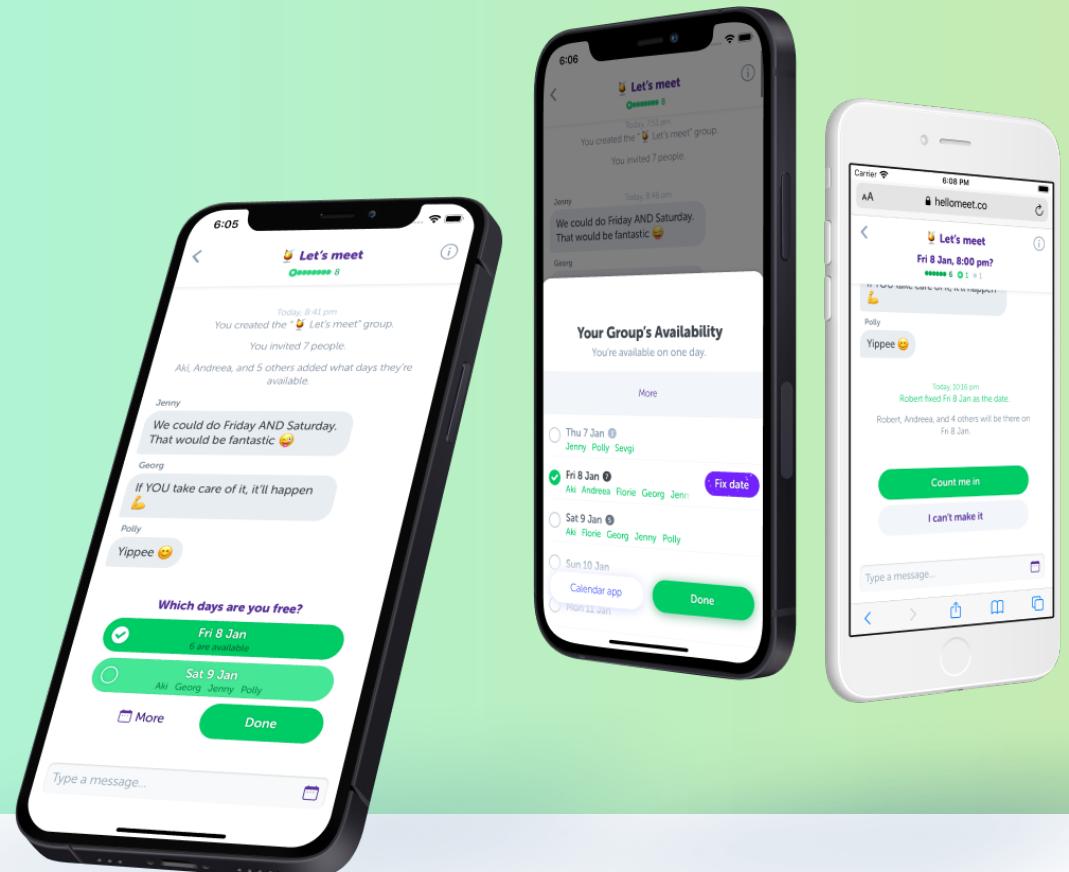
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- Hypothesis driven product design and development
- JTBD based user flows and UIs
- 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 – ehfore.

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.

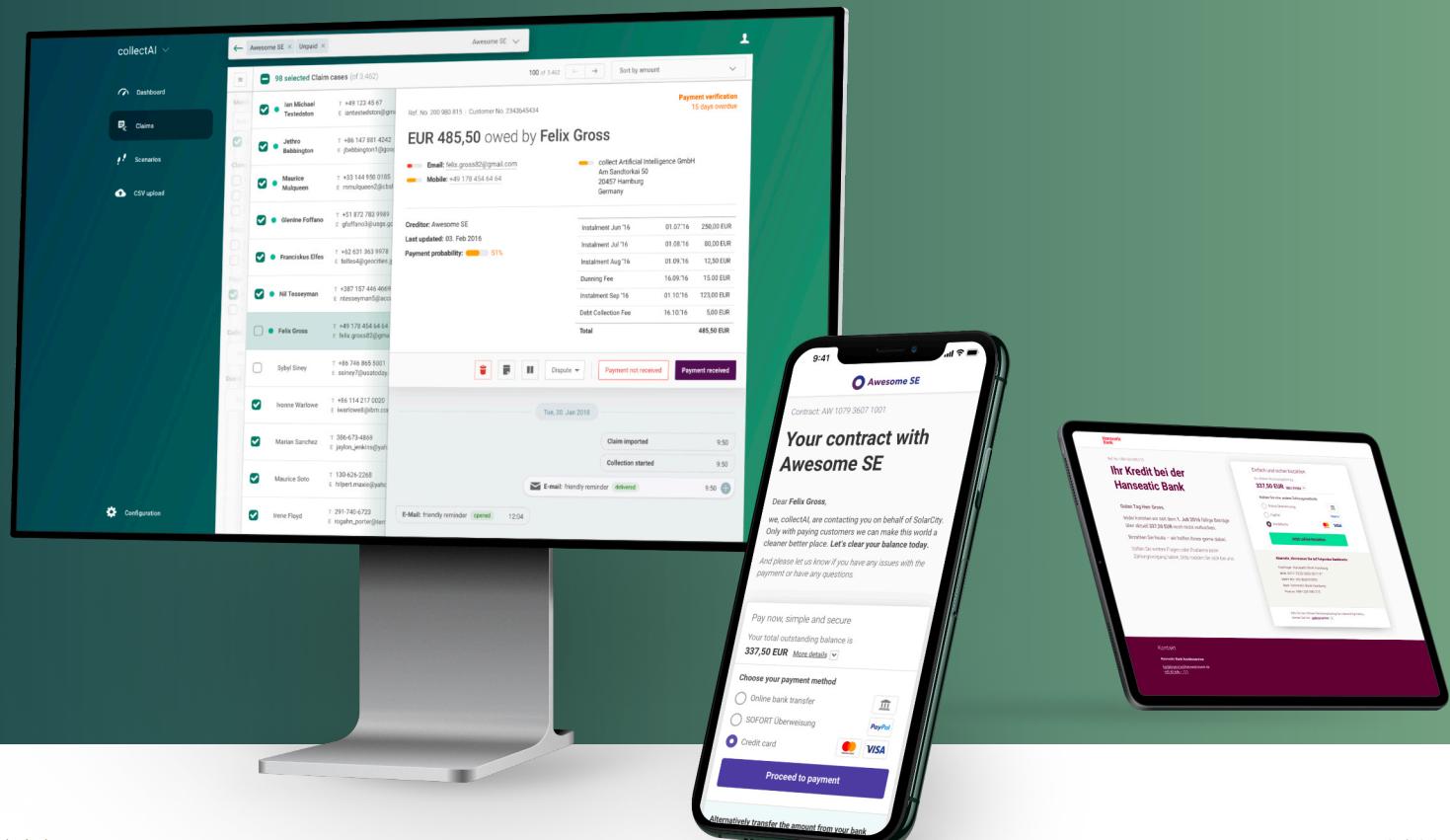
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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.

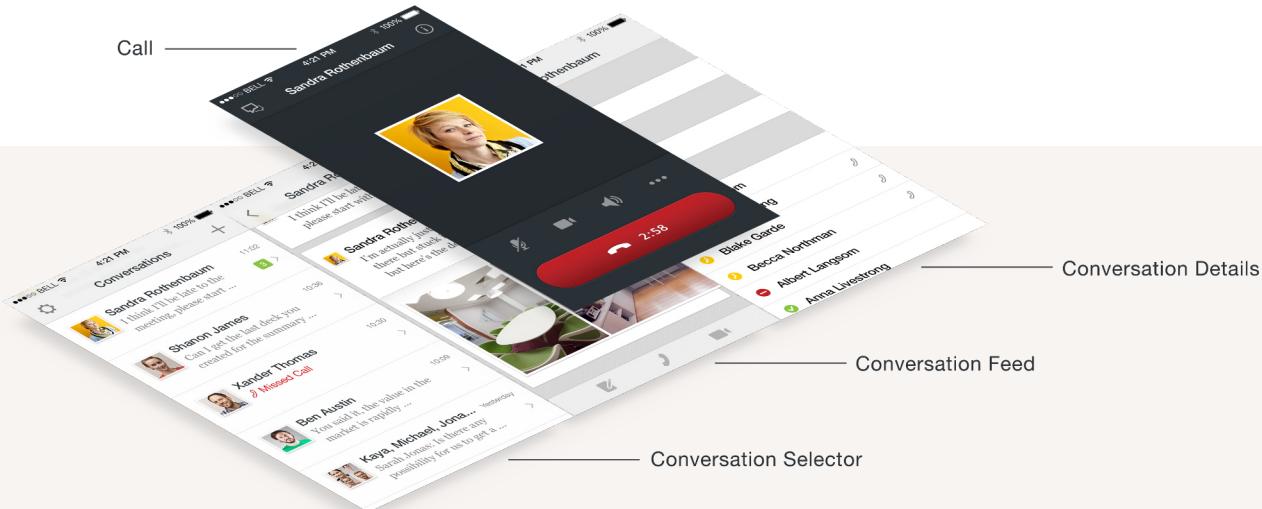
Technology: iOS, Android, Web, WebRTC
Role: Senior Interaction Designer
Duration: 5 months contract



Unify Project Ansible.

Making work more productive, connected and human centred.

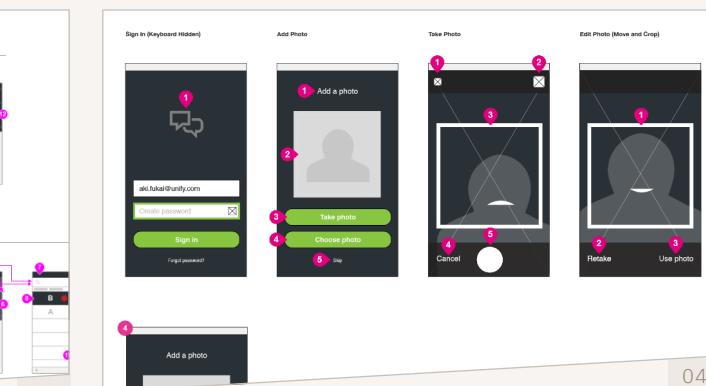
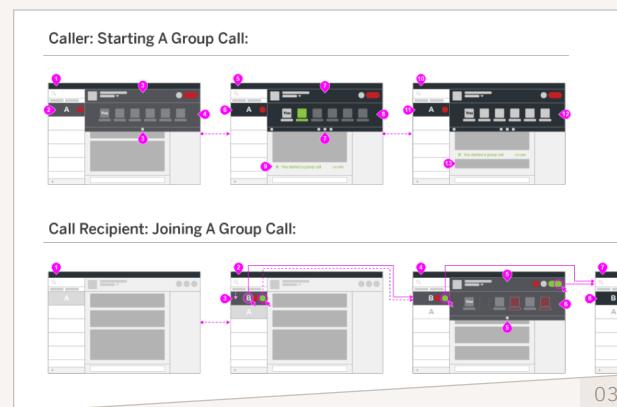
Projectansible.com (Circuit)



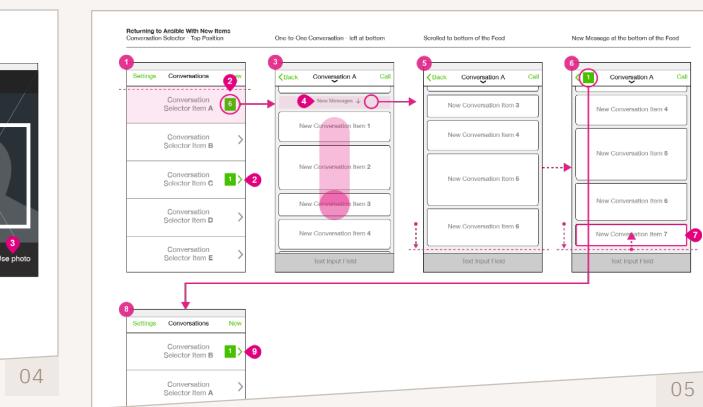
02

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



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

The landing page for the HTC Desire S highlights its speed, camera resolution, and sleek design. It includes a large image of the phone and a red 'Preissenkung' (price reduction) badge. To the left, there's a sidebar with links to other phones like Samsung Galaxy S, Palm Pre Plus, and Nokia E7. Below the main image, there are three recommended phones: HTC Wildfire S, Apple iPhone 4 16 GB, and another Apple iPhone 4 16 GB. Each phone has a price of 9,99 € and a 'Handy wählen' button. At the bottom, there are four video thumbnails: 'Tipps für Fahrer: Sicher im Auto unterwegs - mit Bluetooth', 'Nie wieder krampfende Hände: Übungen für zwischendurch', 'Magisch: Wie funktioniert der Touchstone beim Palm Pre?', and 'Ihr Smartphone und Sport: Immer dabei, immer geschützt'. The footer contains a newsletter sign-up form and social media links.

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

02

The home page features a modular teaser section with various offers and news items. One prominent offer is 'Endlich das iPhone jetzt auch ohne Tarif erhältlich' (Finally the iPhone is now available without a tariff) at 189 €. Other sections include 'Der O2 Netzcheck' and 'Alle Handys, 21 Handys ohne Tarif'.

03

This page displays a grid of mobile phones with their names and prices: HTC Desire S (149 €), Apple iPhone 4 16 GB (119 €), Apple iPhone 4 16 GB (119 €), Nexus S (149 €), Apple iPhone 4 32 GB (149 €), and Samsung Galaxy Ace (149 €). Each phone has a 'Handy wählen' button.

04

This detailed product page for the Apple iPhone 4 16 GB shows the phone's specifications: 10.13 cm (4"), 16 GB, 8 MP, 3G, GPS, WiFi, and a battery of 1430 mAh. It includes a 'Handy kaufen' button and a 'Pauschalrechnung' (flat rate billing) section.

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 v
- 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

Duration: 5 months contract

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

Brand Style Guide

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

Basic visual language & brand assets Visual language Brand assets: - Logo - Gradient - Typography - Colors - Image palette - Icons - Icons - Icons and icons	Basic design system, modules & elements Systems: - Grid User interface elements: - Buttons - Headings - Navigation - Modals and footer - Icons and icons - Icons and icons - Icons and icons - Icons and icons	1 - 4	5 - 8	09	
Consumer portal o2.de / zomline.de Page types: - Modules - Grids - Modular Tables	Applications Online Shop - Shopping Cart - Product Configuration - Order Process - Logins - Self Care - Online Customer Status - Change Process Forum - Communication Center (Email, SNS, MMS) Value Added Services - Newsletters	3	4	48	
Basic design system The O2 grid "Using one grid across all websites means it's easier to share. That saves time and money." 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 look very different, but clearly come from the same brand. The grid also allows markets to share assets quickly, easily and cheaply.	42	10	46	11	96
Modular & elements Masthead Flexibility Masthead zones can be used in a flexible height: Example Masthead O2 Customer Portal Example Microsite Application Masthead Special Offer Example Microsite Application Masthead Shopping Funnel (before Checkout) Example Microsite Application Masthead Checkout Example Microsite Application Masthead Alice Lounge	Modular & elements Teaser Modular teasers - categories Modular Teaser types on gradient (mouse-over): Full image teaser Link list teaser Hardware teaser Form teaser Application teaser Bullet point teaser Modular Teasers vor weiß Standard teaser Link list Hardware teaser Form teaser Application teaser Bullet point teaser	12			

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+ years freelance, various agile initiatives

The screenshot shows a dropdown menu titled "Auswahl verfeinern" (Refine Selection) 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 ...**
 - Auswahl aufheben
- Alter (ab ... Monate):**
 - Alle
 - 2
 - 4
 - 6
 - 8
 - 10
 - 12**
- Online/Filiale:**
 - Exklusiv Online 119
 - Filialangebot 220
- Auswahl aufheben**



01

Reiniger

Suchbegriffe: Allzweck Reiniger (11), Bad Reiniger (29), Fußboden Reiniger (29), Küchen Reiniger (4)

Produkte (164): Bref Power Hygiene Reiniger (2,49 €), Bref Power Universal Reiniger (ab 2,49 €), Viss Glas & Flächen Reiniger Konzentrat (1,69 €)

Nützliches: Newsletter, Fragen? (Live-Chat), Aktueller Prospekt, Partner-Angebote: Schwarzkopf Professional Haircare for You NEU!

Beloibe Marken: Alete, babydream, Bebitva, Fisher Price, Hartung-Spiele, HiPP, Janosch, Lille, Lilliput, Maxi Cosi, Alle Marken anzeigen

Pflege für Sie, Baby's Bestes, Neu im Shop, Sauber, sauber!

02

03

04

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

rossmannversand.de

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

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

Duration: ~1.3+y freelance, various agile initiatives

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

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.

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

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

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References: Freelance, Contract, Fractional & Interim

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		