

AKI FUKAI

Portfolio June 2022

More current work and prototypes on request

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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
team of well proven product minds, 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.

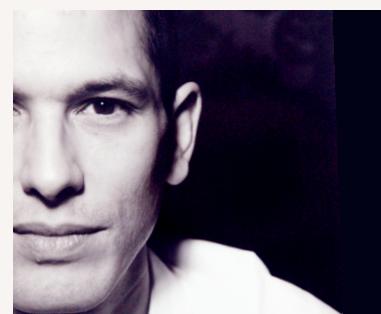
Together we build new device agnostic platforms and services, dynamic data-driven applications (web, mobile, POS) — whatever means help your diverse and multilingual customers and your business thrive.

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 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		

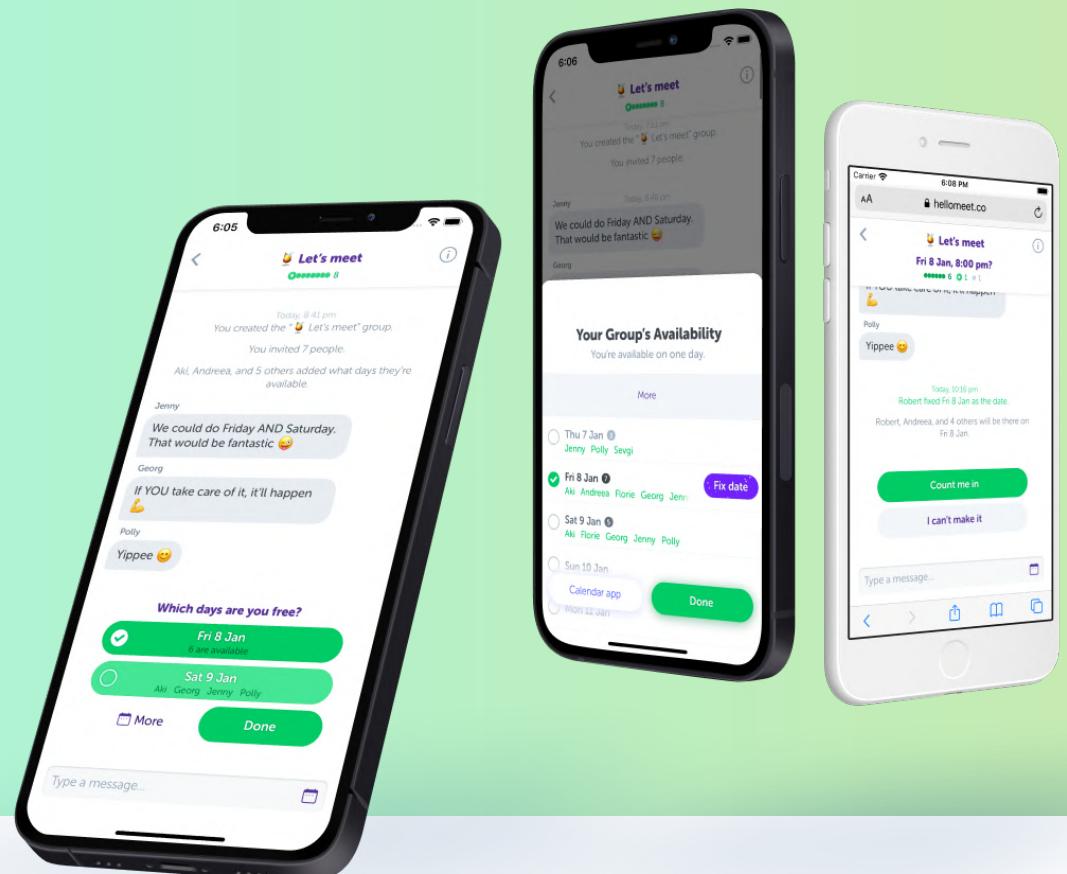
Hello Meet: Finding time together made simple. Finally.

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



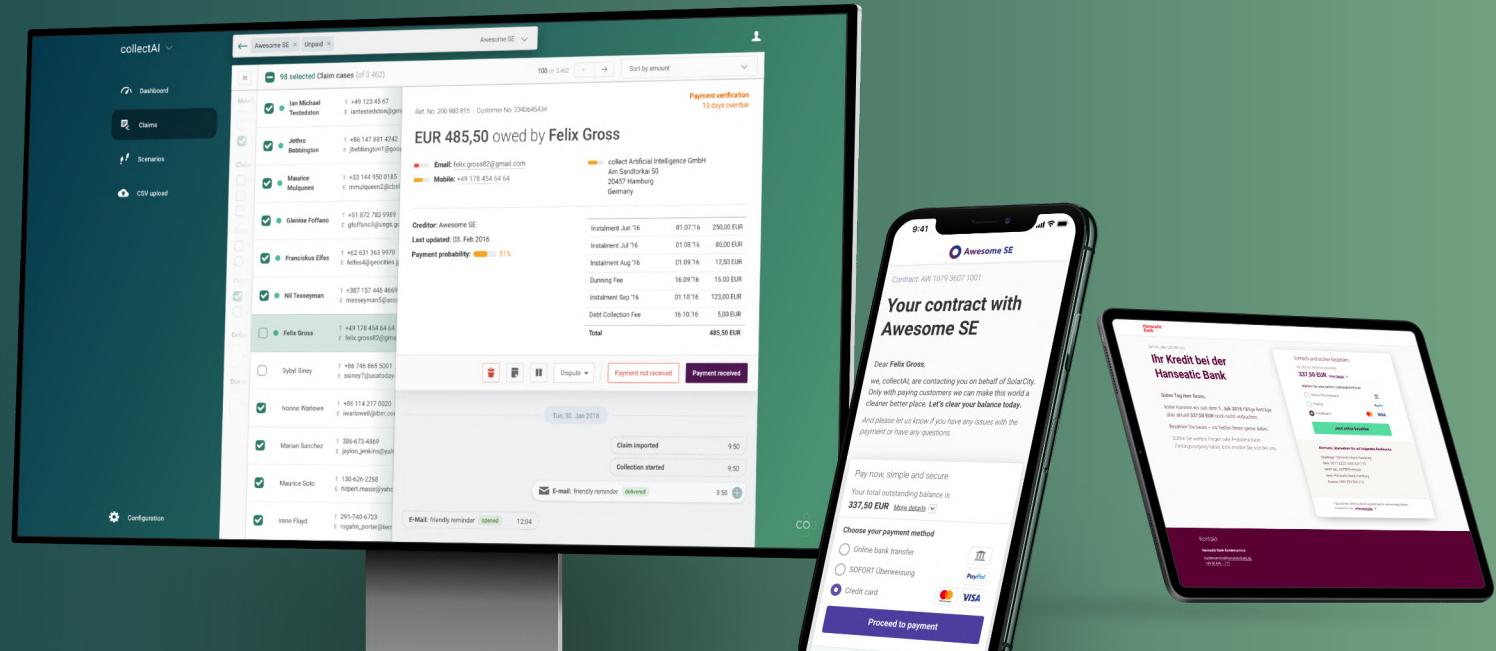
Receivables redefined, customer centric & data informed – collectAI.

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.

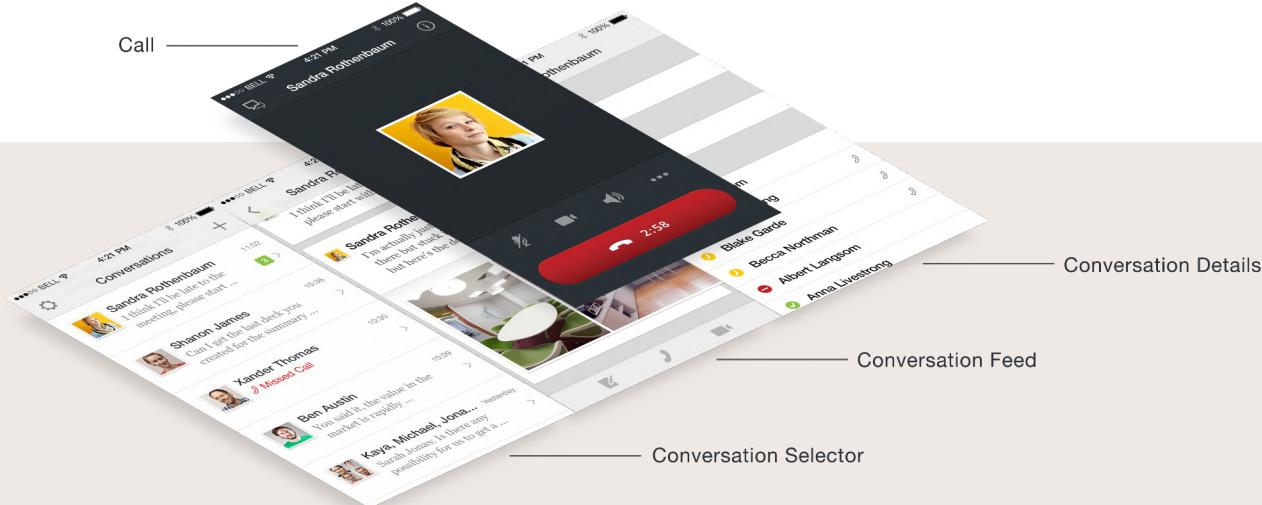


01

Unify Project Ansible.

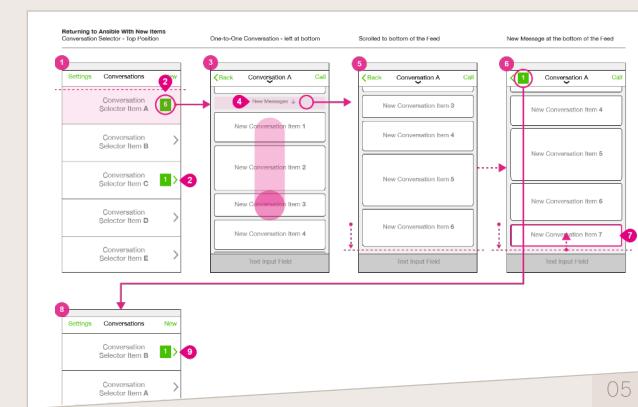
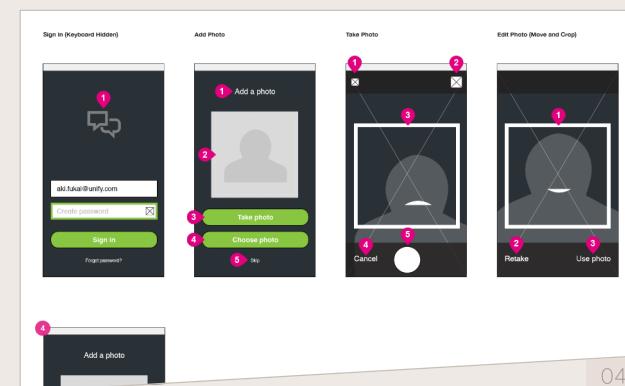
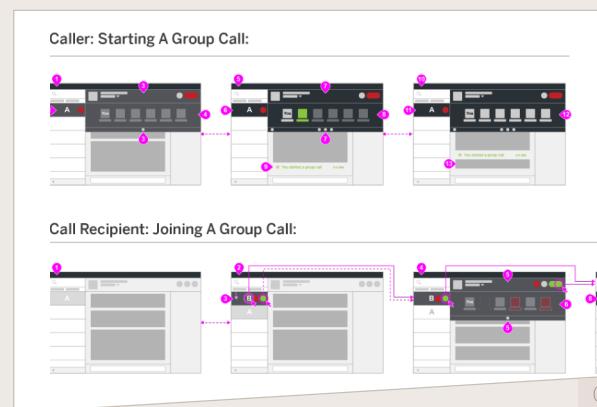
Making work more productive, connected and human centred.

Projectansible.com (Circuit)



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 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.



Screens

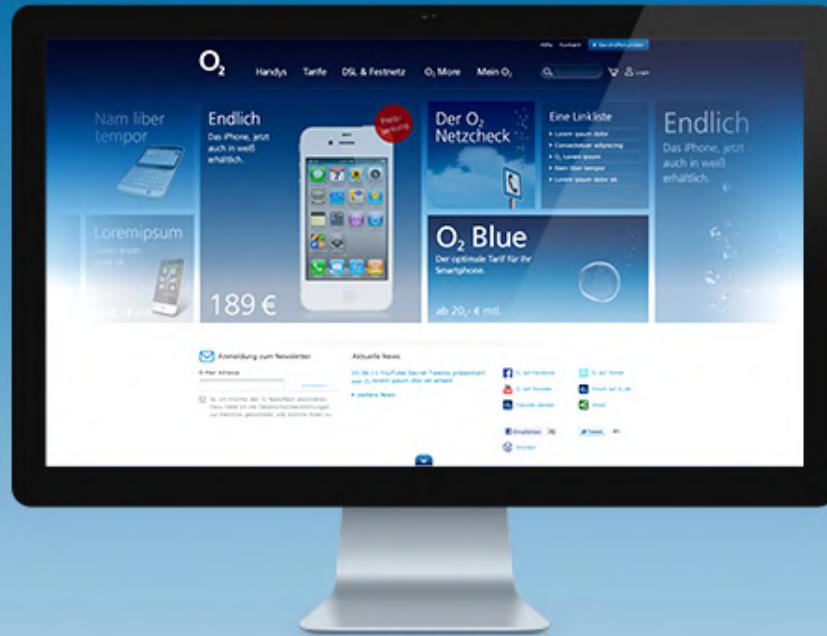
- 01 Previous page: Multi-device strategy
 - 02 iOS and iPhone: UI structure
 - 03 Desktop/Web: Ad hoc group call flows

- 04 iOS and iPhone: First use flow
 - 05 iOS and iPhone: Read and unread flows

Role: Senior interaction designer
Agency: frog design

O2 Relaunch.

- 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

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**.

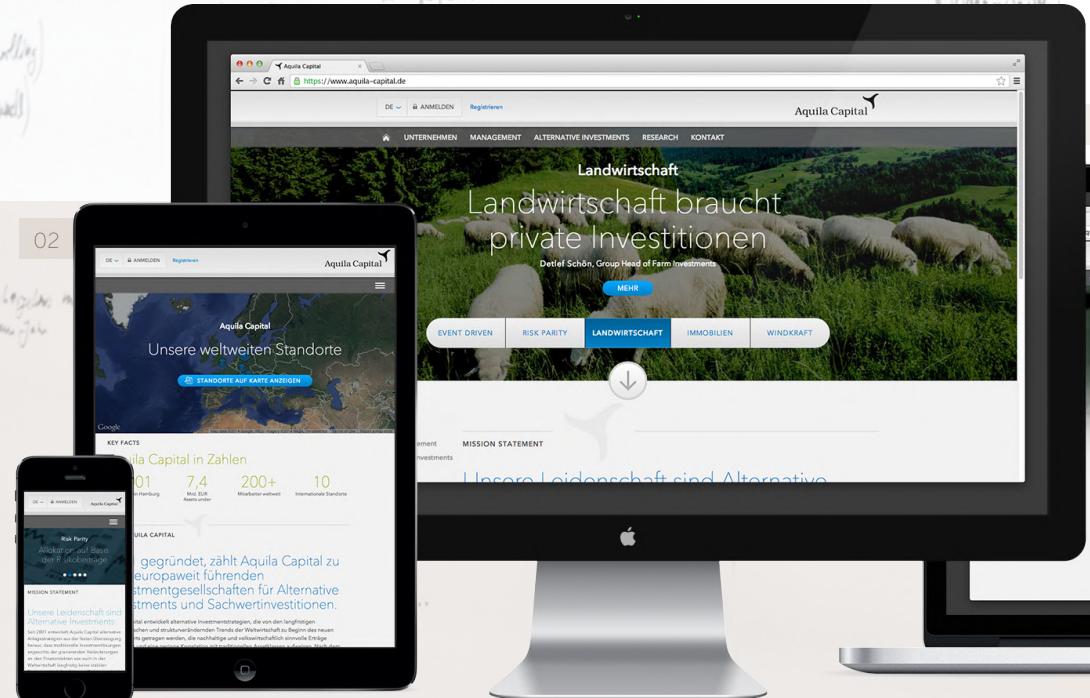
The **modular teaser concept** and the capability to integrate **campaigns** seamlessly at its core allowed for a flexible and vibrant portal. Finally I put it all together in a comprehensive style guide as a living and open document.

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.

<p>1</p>	<p>2</p>	<p>1 - 4</p>	<p>5 - 8</p>	<p>09</p>
<p>3</p>	<p>4</p>	<p>6</p>	<p>48</p>	
<p>10</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 works through the entire website. The details in different markets, Pages can look and feel very different, but quickly 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>42</p> <p>Basic design system The O2 grid Vertical grid</p> <p>46</p> <p>Vertical grid flexibility</p> <p>The grid 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 detail page, etc.) or to adapt to entry pages. An exception are the teaser heights.</p> <p>Teasers are used to organize the page vertically, such as:</p> <ul style="list-style-type: none"> Home page Feature pages Overview pages Faceted search <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 (48px, 36px, 48px, ...)</p>	<p>11</p> <p>Modular elements Teaser Modular teasers · categories</p> <p>96</p> <p>Modular Teaser types on gradient (mouse-over)</p> <p>Full-image teaser Link list teaser Hardware teaser Form teaser Application teaser Bullet point teaser</p> <p>Modular Teasers vor weiss</p> <p>Endlich Das iPhone jetzt auch in weiß erhältlich. 149 € a New Device</p> <p>Elme Listikle Der Tarif, der immer passend ist. a New Hotel</p> <p>O2 Guru O2 Guru Lorem ipsum sub dolores in mediis res.</p> <p>Standard teaser Can be used for numerous topics. The image stretches across the whole teaser area.</p> <p>Link list Links never exceed one line.</p> <p>Hardware teaser As a basic list type they can be used for hardware products, related links, service links, sub categories.</p> <p>Form teaser Elements: - headline - image - Price tag - Text - Information (depending on its size)</p> <p>Application teaser</p> <p>Bullet point teaser Elements: - headline - bullet points This teaser doesn't contain a link.</p>		

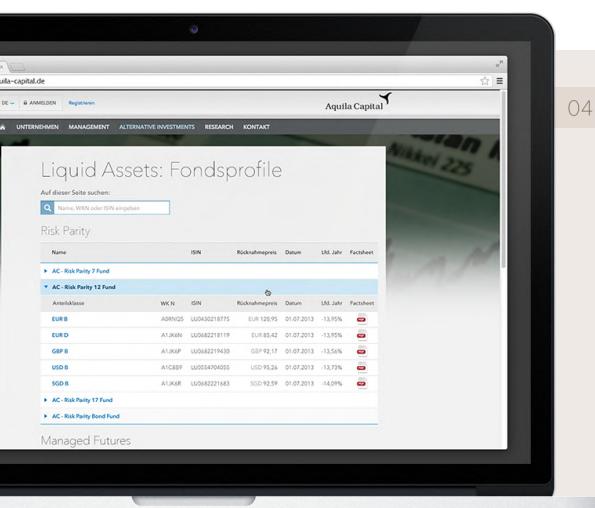
Do Vierchen der 1. Teil
Was ist Thyroideal
• Wozt für jede Welttop einer abstecken
Inhalt zu finden. Was es für ein Thema kann
Welt gibt nicht nur im nächsten Thema.



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

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>

+101%

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

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/0lkOpvxvtr> http://twitter.com/zeitonline_wir/statuses/20...

zeitonline_all: Hier steht ein Kommentar lorem ...

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

Vernetzt Land für die Energiewende: Der heute vorgelegte Netzentwicklungsplan soll aufzeigen, wo in den nächst... <http://t.co/ISUVlm3g> <http://twitter.com/umweltmonitor/statuses/208...>

82 Kommentare

focus.de 7:31

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...

Amazon Omakase Widget 170 x NNN px

Ereignis hinzufügen Conversation Box:

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

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

02

NETBREEZE YouTube Redesign 2011 Monat: Apr 15 - Sun Apr 22, 2012

Dear reader,
during the last 7 days your topic's buzz dropped significantly and suffered a substantial drop in relevance.

Decreasing Buzz
-6% ↓ 244 posts total

Facebook	+4%
Twitter	-7%
Blog	-1%
News	-4%
Forum	-1%
Microblogs	-1%
YouTube	-1%
All channels	-1%

Microblogs Lead
+51% ↓ 13 posts total

Facebook	-15%
Twitter	+2%
Blog	-10%
News	-10%
Forum	-4%
Microblogs	+51%
YouTube	-10%
All channels	-10%

Watch out: YouTube
+32% ↓ 138 posts total

Facebook	-20%
Twitter	-10%
Blog	-10%
News	-10%
Forum	-10%
Microblogs	-10%
YouTube	+32%
All channels	-10%

Full Report

YouTube Redesign 2011 Monat: Apr 15 - Sun Apr 22, 2012

Dear reader,
during the last 7 days your topic's buzz died completely.

The Topic is Dead
Decreasing Buzz from 244 posts total

Facebook	-100%
Twitter	-100%
Blog	-100%
News	-100%
Forum	-100%
Microblogs	-100%
YouTube	-100%
All channels	-100%

All Channels Died
Decreasing Buzz from 244 posts total

Facebook	-100%
Twitter	-100%
Blog	-100%
News	-100%
Forum	-100%
Microblogs	-100%
YouTube	-100%
All channels	-100%

Watch out: Microblogs
Decreasing Buzz from 138 posts total

Facebook	-100%
Twitter	-100%
Blog	-100%
News	-100%
Forum	-100%
Microblogs	-100%
YouTube	-100%
All channels	-100%

Full Report

YouTube Redesign 2011 Monat: Apr 15 - Sun Apr 22, 2012

Dear reader,
during the last 7 days your topic's buzz died completely and gained massively on Microblogs.

Decreasing Buzz
Decreasing Buzz from 138 posts total

Facebook	-100%
Twitter	-100%
Blog	-100%
News	-100%
Forum	-100%
Microblogs	-100%
YouTube	-100%
All channels	-100%

Microblogs Lead
Decreasing Buzz from 138 posts total

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Blog	-100%
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Forum	-100%
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Full Report

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News	-100%
Forum	-100%
Microblogs	-100%
YouTube	-100%
All channels	-100%

Contact
This is an automatically generated email, please do not reply. If you have any questions or remarks, please contact our support team.

E-Mail: support@netbreeze.ch
Phone: +41 44 31 12 00

My individualized Dashboard
Logout

Newsletter
Registration
www.netbreeze.ch

Follow us on Twitter: [@netbreezeCH](#) or per se on Facebook: [Facebook.netbreezeCH](#)

03

04

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 ...

Alter (ab ... Monate):

Alle 2 4 6 8 10 **12**

Online/Filiale:

- Exklusiv Online 119
- Filialangebot 220

Auswahl aufheben X



01

The screenshot shows the Rossmann Online-Shop homepage. At the top, there's a search bar with the placeholder "Reiniger". Below it, a sidebar lists "Alle Kategorien" (Duft, Gesundheit & Sport, Haushalt & Wohnen, Pflege & Beauty, Baby & Kind, Technik & Multimedia, Wein & Spirituosen, Lebensmittel, Musik & Film) and "Beliebte Marken" (Alete, babydream, Bebitiva, Fisher Price, Hartung-Spiele, HiPP, Janosch, Lille, Lilliput, Maxi Cosi). The main content area features a search suggestion for "Reiniger" with results for "Allzweck Reiniger" (11), "Bad Reiniger" (29), "Fussboden Reiniger" (29), "Küchen Reiniger" (4), and various brands like Bref, Viss, and TV Artikel. It also highlights "Pflege für Sie" and "Baby's Bestes" sections. A "Neu im Shop" section shows items like a gaming book, Softlens, and Alete Bio-Früh-Karotten. A "Sauber, sauber!" section features a woman with cleaning products.

02

This screenshot shows a search result page for "Reiniger" with 164 products. It includes filters for "Produkte" (164), "Weltweit" (164), and "Reisen" (164). The page features a newsletter sign-up, a "Fragen?" live chat, and a "Aktueller Prospekt" section. A "Partner-Angebote" section for Schwarzkopf is also present.

03

This screenshot shows a detailed view of a product listing for "Babyrein - Misch Thürfack". It includes a large image of the product, a brief description, and a "Zugriff" button. The page also features a "Babywelt" banner and a "Sauber, sauber!" section.

04

This screenshot shows a detailed view of a product listing for "Babyrein - Misch Thürfack" with annotations. A pink circle highlights the "Zugriff" button, and another circle highlights the "Babywelt" banner. The page also features a "Sauber, sauber!" section.

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 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.

Technology: FACT-Finder

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

Screens

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

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", "24,8 % Umsatzplus im ersten Halbjahr", and "Hilfsprojekt für Straßenkinder der äthiopischen Hauptstadt Addis Abeba". It also features a "Verantwortung" (Responsibility) section and a "Duales Studium" (Dual Study) program.

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