

Aki Fukai

Product Designer

Curriculum Vitae

Last updated: Jan 2023

In a nutshell

As a **senior/lead product designer** with more than 20 years and more than 10 years of product & service building experience. I do my best work within small and de-siloed **product teams**. I help amplifying the **strategic impact of design** and shaping the way of working. Together we work on large, **complex projects** over multiple iterations – and form a **trusted and sustainable relationship**.

I'm a Swiss citizen currently live with my family in **Hamburg Germany** working mostly remotely.

Contact

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About Me

👋 With my work I strive to **improve people's lives by solving complex problems with simple and useful solutions**. By shaping technology into thoughtful digital products that matter I work towards the answers — for the people who use it and the people who provide and grow it — with engineers, product/business people, domain experts and real users.

🧰 My tools are user research, UX consulting, interaction design and user interface design. I have been developing **concepts, strategies and designs** focused on web based products and services including mobile since 1998.

🤝 I believe the best results emerge from a **close collaboration**, be it in internal interdisciplinary teams, or through a consultancy in a **committed relationship** with clients.

🌱 I'm passionate about helping to **drive systems change** to help **fighting the climate and biodiversity crisis**.

👨‍👩‍👧 In my spare time I am with **my family**, travel and learn from different cultures and practice Chen Style Taiji. I love clean and useful (Swiss) typography, **minimal** and **'super normal' design** and **learning new things** in live and in my profession.

🇩🇪 🇨🇭 🇬🇧 I am a **native German speaker** of Swiss and Japanese heritage. I am **fluent in English** and have an advanced basic knowledge of **French** 🇫🇷.

Work Experience

07.2022 - today

Freelance lead/senior UX/UI designer **Clients:** Babymarkt, Tagesspiegel, Mercedes-Benz.io

02.2022 - 07.2022

Lead product designer (independent contractor)
Client: PlasticPlan

06.2020 - today

Partner & senior product designer **App:** Hello Meet

06.2018 - 05.2020

Senior product designer **Client:** enfore AG

02.2016 - 02.2018

Senior interaction designer
Client: collectAI (Liquid Labs, Otto Group)

11.2015 - 09.2016 (40-60%)

Senior interaction designer (ind. contractor)
Client: SBB

07.2015 - 10.2015

Senior interaction designer, design system
(ind. contractor) **Client:** SAP SE

02.2015 - 04.2015

Senior user experience designer
Client: Scout24 Schweiz AG

12.2013 - 10.2014

Senior interaction designer (ind. contractor)
Client: natcon7 GmbH

09.2013 - 01.2014

Senior interaction designer (ind. contractor)
Agency: frog design **Client:** Unify (Siemens)

01.2013 - 04.2013

Freelance UX designer **Client:** Immonet

05.2011 - 09.2011

Sr. art director / design lead (ind. contractor)
Agency: Razorfish **Client:** Telefónica (o2)

2008 - 2013 (intermittent)

Freelance art director, IxD, UX consultant

Agency: WowBiz GmbH **Clients i.a.:** Aquila Capital, Rossmann, Netbreeze

2006 - 2008

Freelance art-/creative director, designer

Agency: DDD Design GmbH **Clients i.a.:** Audi, DaimlerChrysler (Mercedes-Benz, Jeep, Chrysler, Dodge), jpc.de, lesen.de 2003 - 2004

Art director **Agency:** Spirit Link GmbH
Clients: SiemensMedical Solutions, Siemens, agency relaunch (website and PM software)

2001 - 2002

Art director and designer
Agency: GiveMe5 Online-Kommunikation GmbH
Clients i.a.: Bentley, Curtius Lütten von Perfall Werbeagentur GmbH, Otto Reisen, Reiseland

2000 - 2001

Screen designer, UI designer
Agency: IconMedialab AG
Clients i.a.: FMCG, intranet applications, various usability focused projects and web specials

2000 - 2000

Freelance screen designer
Agency: Ahead Deutschland, now Valtech
Clients i.a.: FMCG, i.a. Milka

1998 - 2000

Freelance screen designer
Agency: Kabel New Media AG
Client: BMW.com

1997 - 1997

Screen designer (internship)
Agency: Fork Unstable Media
Clients i.a.: lifestyle magazine 'blond', Spar

Education

1994 - 1998

HAW Hamburg, Fakultät Design, Medien und Information / Department Design:
Communication design

Project Highlights

For a more visual look at projects until the end of 2021 take a look at my [PDF portfolio](#).

Making plastic packaging sustainable, with data – PlasticPlan

Duration: 02.2022 - 07.2022

Done: Designing the human centred interface on top of an AI-supported data service empowering enterprises to manage complex packaging data transparently & enabling teams across units to make product packaging sustainable,

Technology: Web, Vue.js, Tailwind

Role: Lead product designer

Group scheduling made simple – Hello Meet

Duration: 01.2018 - today

Done: Hypothesis driven product design and development, JTBD based user flows and UIs, new features, continuous improvement, co-shaping and testing the business model

Technology: iOS, Android, Web, React

Role: Partner & senior product designer

Helping local stores to run their businesses – enforce AG

Duration: 06.2018 - 05.2020

Done: Reservations, pick-up & delivery and dashboard widgets in enforcePOS, online presence, email & business documents

Technology: Web/mail (responsive), enforceDasher, enforceDonner

Role: Senior product designer

End-to-end digital collections, redefined – collectAI

Duration: 02.2016 - 02.2018

Done: White label digital self-service dunning, collections & payment processes, merchant portal

Technology: Web/mail (respons.), iOS, iPad, React

Role: Senior product designer

iPad and web/desktop app for SBB based on GIS technology

Duration: 11.2015 - 09.2016

Done: UX concept, flows, mockups, prototypes (Sketch/InVision)

Technology: Web (responsive), iOS, iPad

Role: Senior interaction designer

Fiori App Finder for SAP Global Design

Duration: 07.2015 - 10.2015

Done: UX concepts, flows, Prototypes (Axure RP Pro), Fiori UX design guidelines for [App Finder](#) & [Fiori Launchpad](#)

Technology: Web (responsive), iOS, iPhone

Role: Senior interaction designer

Direct client (with D-Labs)

Unify Project Ansible – platform for unified enterprise communication

Duration: 09.2013 - 02.2014

Done: Conceived and documented the interaction design throughout (web and mobile) for various features e.g. conferencing, voice/video calls in collaboration with the client – from overarching concepts to detailed UI states

Technology: Web (responsive), iOS, iPhone

Role: Senior interaction designer

With: frog design

Social Media Summary for Netbreeze – a Swiss ETH spin-off, acquired by Microsoft 2013

Duration: 01.2012 - 06.2012

Done: Concept incl. visualisation of a timeline-based application UI, widgets & report/data viz – for the Swiss social media monitoring startup

Role: Concept developer (IA/UX), UX designer, art director & UI designer

With: WowBiz

Comprehensive telco portal and e-commerce relaunch of o2.de (Telefónica Germany)

Duration: 05.2011 - 10.2011

Done: Simplification of the shopping flow, Optimisation of the checkout process UX, Unified teaser concept, Tablet/touch enabled, Client side UX consultation, Brand alignment, Style guide

Role: Senior art director and design lead

With: Neue Digitale / Razorfish

Selected Clients in alphabetical order

academics.de (Die Zeit, Forschung & Lehre)

Audi

Beiersdorf (Eucerin)

Baden-Württemberg Ministry of State

Bentley

BMW (bmw.com)

Chrysler (Jeep, Chrysler)

collectAI (Liquid Labs / Otto Group)

CTS Eventim AG

Daimler / Mercedes-Benz

Deutsche Bahn AG

dtp entertainment AG

enfore AG

Henkel

JPC

Klinikum Südstadt Rostock

KRAFT Foods (Milka, Kraft)

LG Electronics

natcon7 (part of Nordex)

Netbreeze (now part of Microsoft)

Otto Reisen, Reiseland

PlasticPlan (MVPF)

receeve GmbH

Rossmann

SAP SE

SBB Informatik AG

Scout24 Schweiz AG

Siemens Medical Solutions

Sony Deutschland

Sqoops, Doomster (doomster.de) until 11.2008

STURM und DRANG (partner of MetaDesign)

Tagesspiegel Media

Telefónica Germany (o2)

Tipp-Kick

Trilux

Unify (formerly Siemens Enterprise Communications)

University of Applied Sciences, Dept of Design
HAW, Hamburg

Various medium-sized companies and
multinational groups of different branches and
municipal institutions

Selected Agencies in alphabetical order

brink & martens GmbH

D-LABS GmbH

DDD Design GmbH

EYELABEL Digital Communication

Experience One AG

Freiland Netzlösungen GmbH

frog design

Häberlein & Mauerer AG

IconMedialab AG

Interone GmbH

Jung von Matt/next

Kabel New Media AG

Neue Digitale Razorfish GmbH

Nolte & Lauth GmbH

OgilvyInteractive

Philipp und Keuntje

Plan.Net

STURM und DRANG, Innovation Insights

superReal GmbH (part of DEPT®)

TEMPODOME GmbH

WowBiz GmbH