

Aki Fukai

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 utilize 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.

Technology: Web, Vue.js, Tailwind

Role: Principal Product Designer

Duration: 6 months contract, from zero to ready to scale

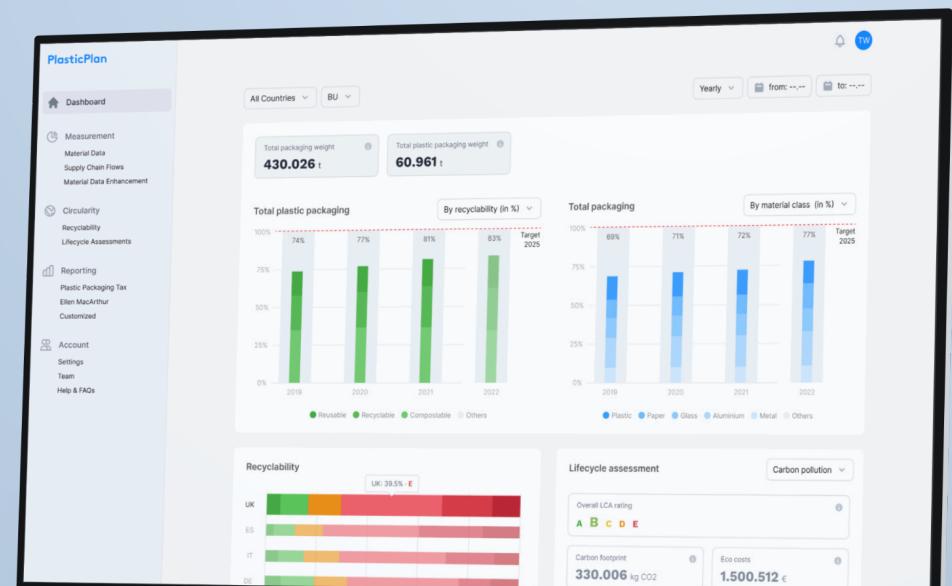
Impact: SDG 12 (responsible consumption and production), SDG 13 (climate action), (SDG 14, 9)

Established scalable multilingual design infrastructure

- Facilitating a smooth rollout in multiple locales.
- By building a complex responsive design system in collab with the FE lead and integrating Lokalise.

Shipped product capabilities in a nutshell

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



whatever.works: Freedom to work from anywhere, legally compliant.

Scaled the JobRad-backed HR Tech SaaS from zero to MVP to 30+ enterprise clients in under a year, rebranding it while locking in product-market fit.

Turned a chaotic initiative into an award-winning compliance platform for remote work

Led product design hands-on in tandem with interim CPO and Tech Lead

- MVP launch in 14 weeks, scaling to 30+ enterprise clients and coverage of 150+ countries.
- Introduced Shape-Up for continuous discovery for faster and higher quality delivery.
- Fostered alignment with key stakeholders
- Hired and mentored fresh 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.

Recognized as Best HR Startup 2023

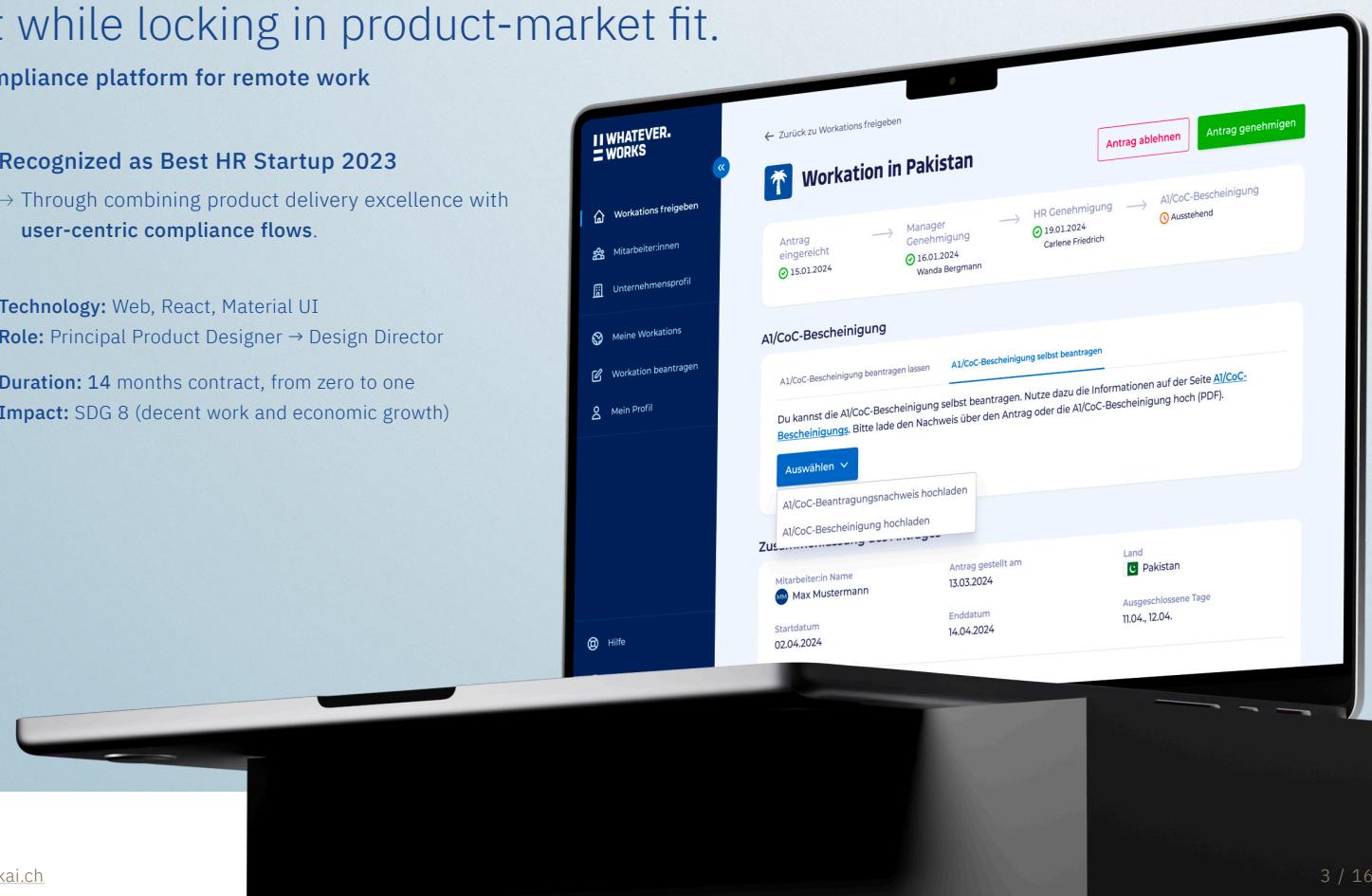
- Through combining product delivery excellence with user-centric compliance flows.

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.

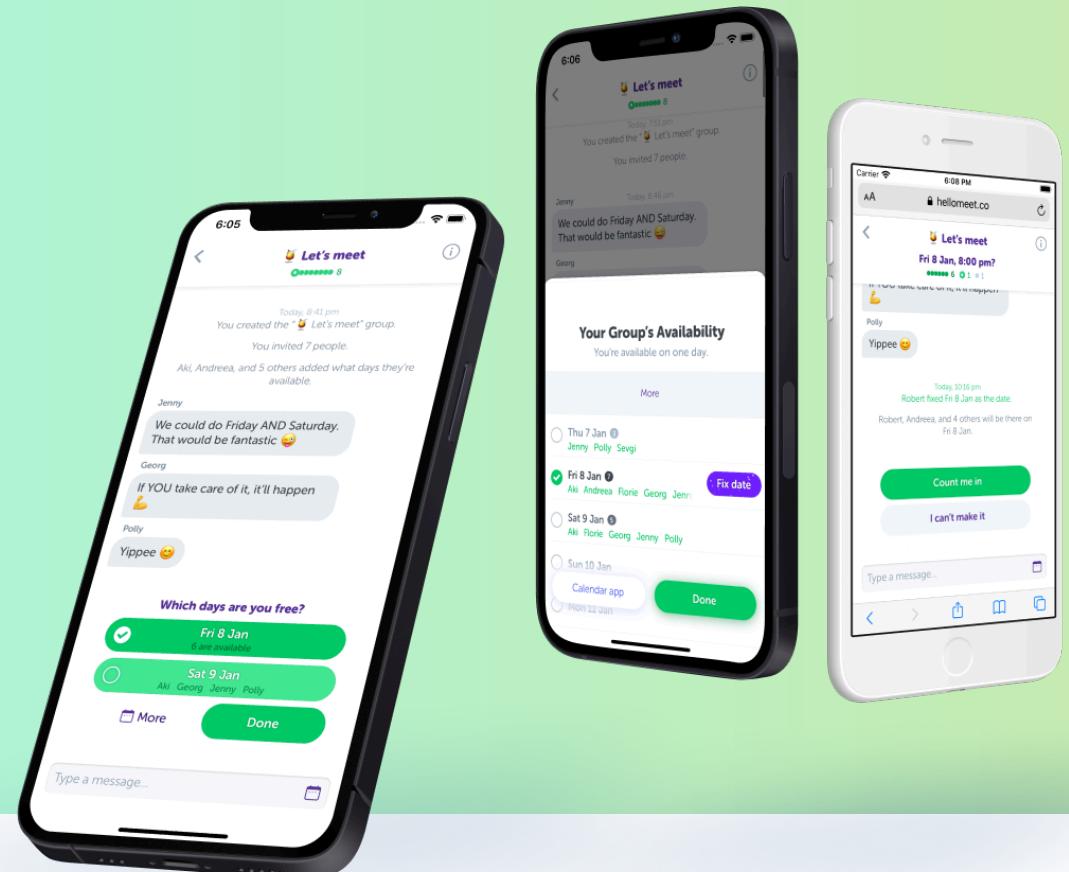
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- Established hypothesis driven product design and development
- Introduced JTBD based user flows and UIs
- **Shipped multiple iterations** based on qualitative insights
- Developed and tested **new feature discovery**, testing and development
- Drove 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 across proprietary mobile, tablet, desktop devices, web and email

Technology: enforePOS software, React, Foundation 4 Emails

Role: Senior Product Designer

Duration: 2 years, started at precious design studio.

Contract extended to perm. employment after 8 months



Receivables redefined, customer centric & data informed – collectAI.

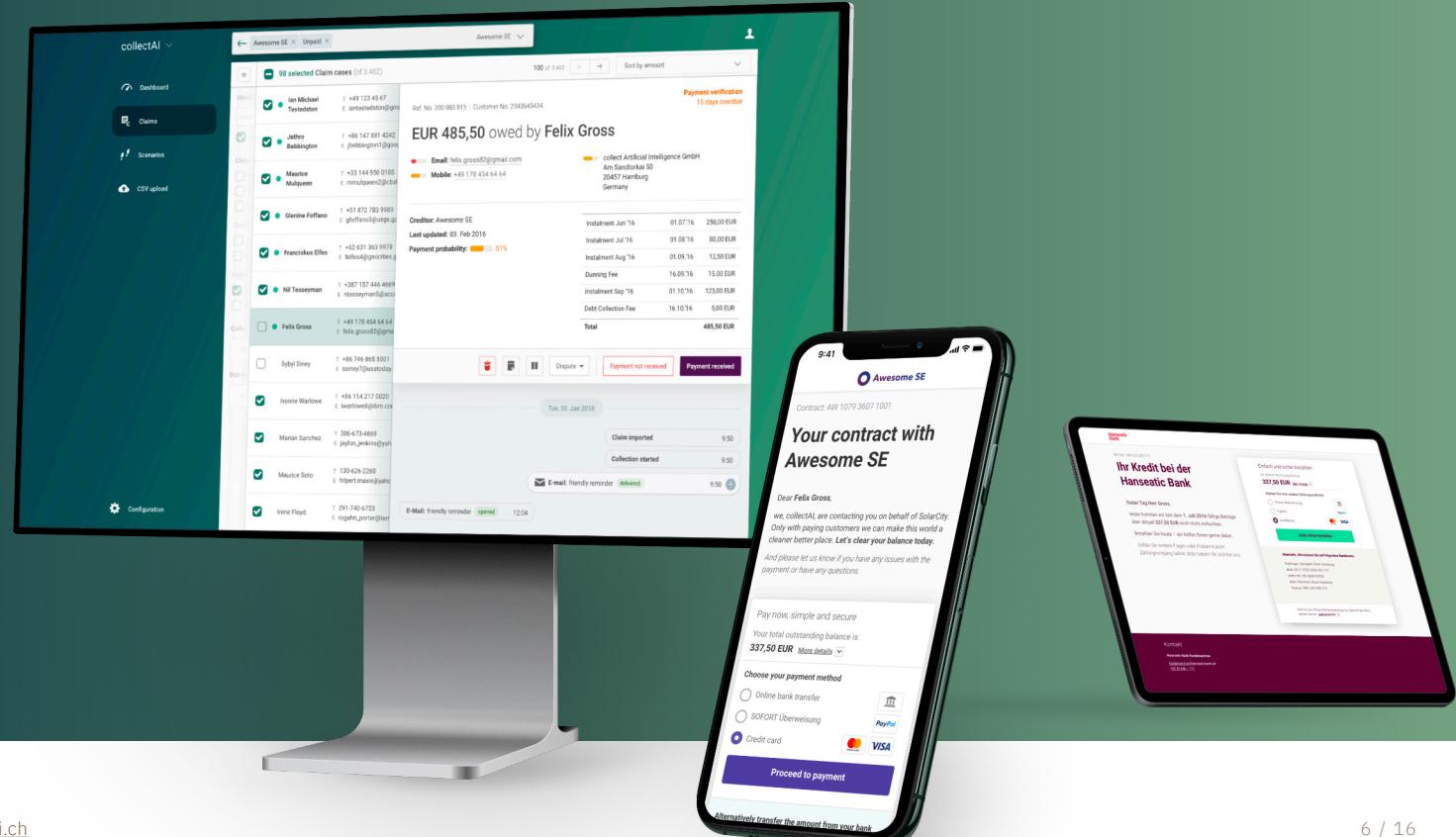
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- Next generation **claim management platform**
- Mobile first **white label payment option flows**
- Established **design system/ops** as team 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; Contract extended to permanent employment after 7 months



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

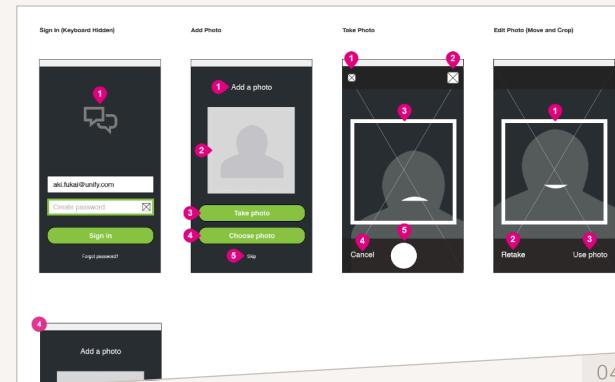
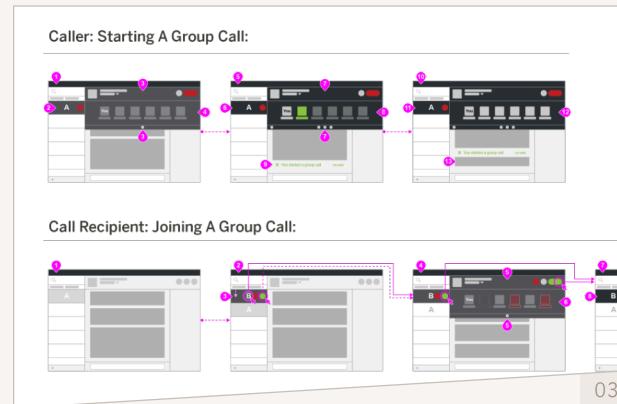
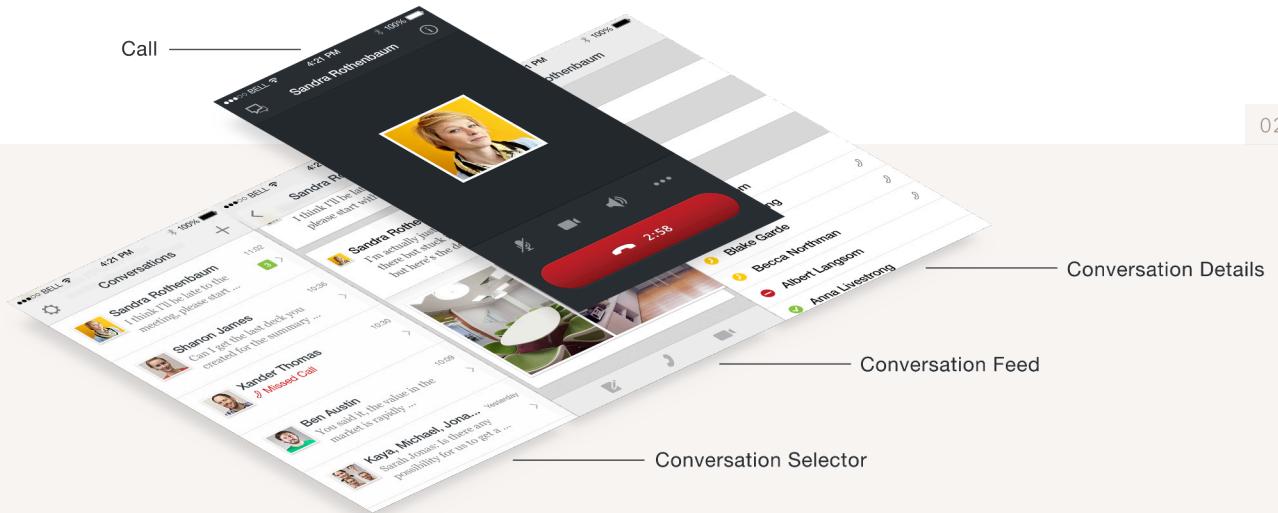


01

Unify Project Ansible.

Making work more productive, connected and human centered.

Projectansible.com (Circuit)

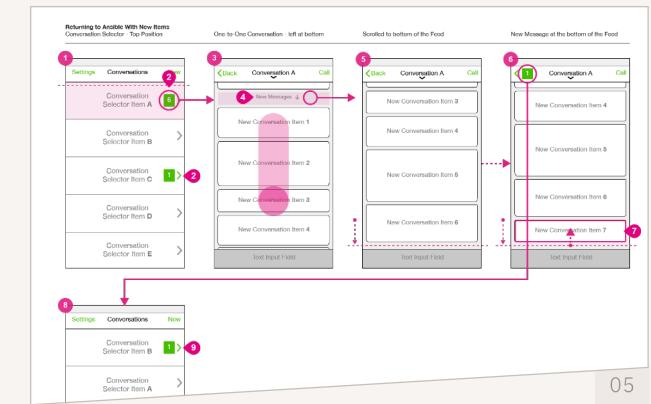
**Screens**

- 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

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 designing and specifying 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.



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** complex tariff/device shopping flows
- **Designed** a unified and modular teaser concept
- **Optimized** 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 screenshot shows the O2 website's mobile phone section. At the top, there's a navigation bar with links for 'Handys', 'Tarife', 'DSL & Festnetz', 'O2 More', 'Mein O2', and a search bar. A red circular badge with 'Preissenkung' (Price reduction) is overlaid on a large image of the HTC Desire S. 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. There are also sections for 'Online Vorteile' (Online benefits) and 'Videos' showing tips for driving and using a smartphone.

O2 Relaunch. The consumer portal and it's e-commerce flows newly conceived and designed from ground up.

02

The screenshot shows the O2 consumer portal's home page. It features a large banner for the HTC Desire S with a price of 189 €. Below the banner, there are sections for 'Alle Handys', 'Der O2 Netzcheck', and 'Online Vorteile'. The 'Alle Handys' section lists various phones with their prices: HTC Desire S (189 €), Apple iPhone 4 16 GB (79 €), Apple iPhone 4 32 GB (97 €), Nexus S (97 €), and Samsung Galaxy Ace (241 €). There are also sections for 'Handy Standard' and 'Handy mit Tarif'.

03

The screenshot shows the O2 mobile phone shop catalogue. It displays a grid of phones with their names and prices: HTC Desire S (189 €), Apple iPhone 4 16 GB (79 €), Apple iPhone 4 32 GB (97 €), Nexus S (97 €), and Samsung Galaxy Ace (241 €). Each phone entry includes a 'Handy wählen' button.

04

The screenshot shows the detailed view of the Apple iPhone 4 16GB. It includes a large image of the phone, its price of 119 €, and a summary of its features: Ein Smartphone mit dem Touchscreen und der TouchID-Kamera für nur 119 €. Below this, there are sections for 'Handy Standard' and 'Handy mit Tarif'.

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.

Visualizing the new concepts from the **epicenter** – 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.

Screens

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

Role: Senior Art Direction, Design Lead

Agency: Razorfish

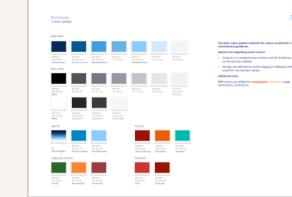
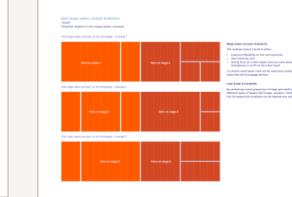
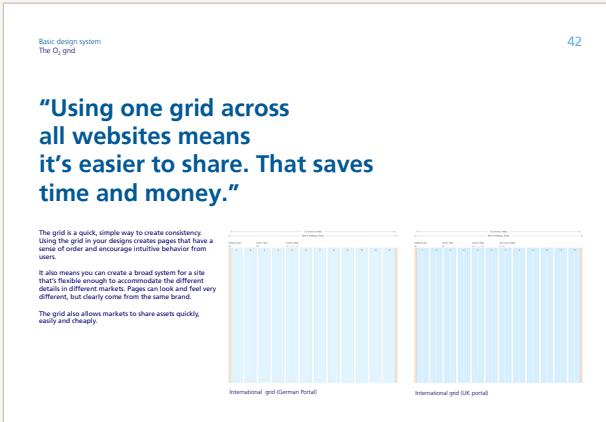
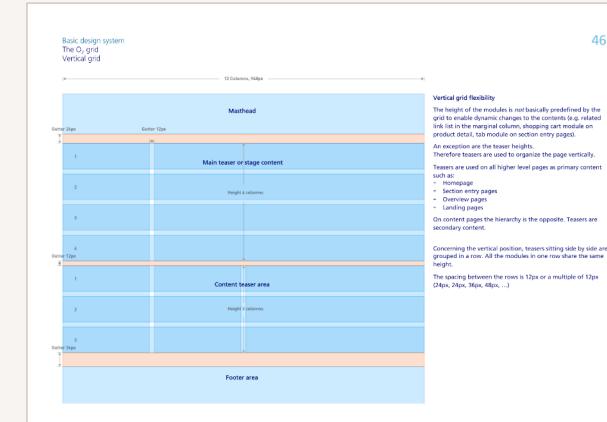
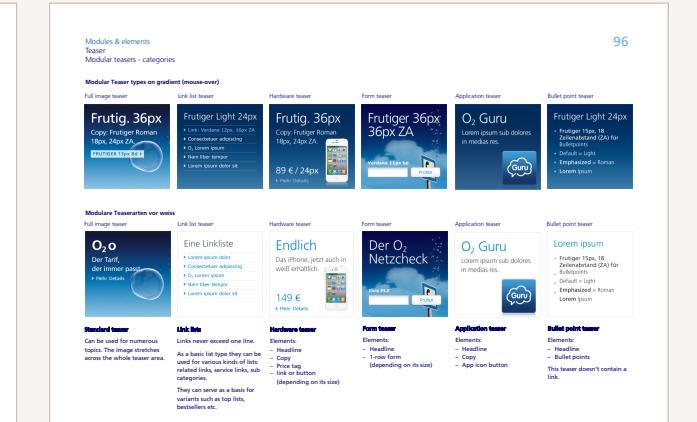
Duration: 5 months contract

O2 Brand Design Guidelines. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

Brand Style Guide

- 1-4 Sections
- 5-8 Type, color, UI
- 09 Flexible headers

- 10 Grid
- 11 Dimensioning
- 12 Modular teasers

				
				
				
				
10	1 - 4	27	85	48
100	120	68	72	96
11	5 - 8	46	96	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



01

Reiniger

Suchbegriffe: Allzweck Reiniger (11), Bad Reiniger (39), Fußboden Reiniger (29), Küchen Reiniger (4)

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

Nützliches: Newsletter, Anmelden

Fragen? Live-Chat 7:00 bis 19:00 Uhr

Aktueller Prospekt: Alle Prospekte

Partner-Angebote: Schwarzkopf Professional Hair Care for You NEU!

Neu im Shop: Belina gaming book mit Windows Vista Premium - 5.019,99 € Ausverkauft!, SofLens Monatssilzen 59, 6 Stück, Sofort versandfertig zgl. Pfand 29,50 €, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 1,35 €

Sauber, sauber! Reinigen und pflegen in Küche, Bad & WC

Neu im Shop: Belina gaming book mit Windows Vista Premium - 5.019,99 € Ausverkauft!, SofLens Monatssilzen 59, 6 Stück, Sofort versandfertig zgl. Pfand 29,50 €, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 1,35 €

Alle Kategorien: Duft, Gesundheit & Sport, Haushalt & Wohnen, Pflege & Beauty, Baby & Kind, Technik & Multimedia, Wein & Spirituosen, Lebensmittel, Musik & Film.

Beliebte Marken: Alete, babydream, Bebitiva, Fisher Price, Hartung-Spiele, HiPP, Janosch, Lille, Lilliput, Maxi Cosi, Alle Marken anzeigen.

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

02

Babyrein im Online-Shop: 20 Produkte ab 12 Monate

Filtern nach: Preis, Hersteller, Kategorie, Sortierung, Wunschliste, Warenkorb, Suchen, Suchen & Filtern, Suchen & Filtern

Alle Kategorien: Baby, Gesundheit & Sport, Haushalt & Wohnen, Pflege & Beauty, Baby & Kind, Technik & Multimedia, Wein & Spirituosen, Lebensmittel, Musik & Film.

Gesuchte Produkte: Babyrein - Mein Thürisch

Frage? Live-Chat 7:00 bis 19:00 Uhr

Aktueller Prospekt: Alle Prospekte

Partner-Angebote: Babyrein - Mein Thürisch

Neu im Shop: Belina gaming book mit Windows Vista Premium - 5.019,99 € Ausverkauft!, SofLens Monatssilzen 59, 6 Stück, Sofort versandfertig zgl. Pfand 29,50 €, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 1,35 €

03

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Filtern nach: Preis, Hersteller, Kategorie, Sortierung, Wunschliste, Warenkorb, Suchen, Suchen & Filtern, Suchen & Filtern

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Frage? Live-Chat 7:00 bis 19:00 Uhr

Aktueller Prospekt: Alle Prospekte

Partner-Angebote: Babyrein - Mein Thürisch

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04

Allesmarken: Die Produktfilterbarkeit und ihre visuelle Gestaltung ist für das Projekt optimiert und für die Benutzer leichter einsetzbar.

Frage? Live-Chat 7:00 bis 19:00 Uhr

Aktueller Prospekt: Alle Prospekte

Partner-Angebote: Babyrein - Mein Thürisch

Neu im Shop: Belina gaming book mit Windows Vista Premium - 5.019,99 € Ausverkauft!, SofLens Monatssilzen 59, 6 Stück, Sofort versandfertig zgl. Pfand 29,50 €, Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 1,35 €

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

Duration: ~1.3+y freelance, various agile initiatives

01

Rossmann Qualitätmarken

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 optimized **usability**.

By means of a sensible categorization, 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

My Mercedes. Personalization of the Mercedes-Benz passenger cars next generation website.

mercedes-benz.de/mein-mercedes

The figure consists of six screenshots of the Mercedes-Benz website, labeled 01 through 06:

- 01**: Home page for a user named Herr Mustermann, featuring a large image of a Mercedes-Benz SLR and links for new vehicles, used vehicles, products & services, financing, and more.
- 02**: A landing page titled "Faszination Mercedes" with a large image of a silver sedan, a registration form, and links for "Meine Fahrzeuge" and "Meine Marke".
- 03**: A magazine-style page titled "Faszination Mercedes" with a large image of a silver sedan at night, and links for "Premium Thema 1" through "Premium Thema 4".
- 04**: Home page for a logged-in user, showing personalized recommendations for "Experience" and "Vergleich", and a list of saved vehicles including C 200 T, E 320 CDI, A 220 CDI Coupé, B 200 Turbo, C 180 K T, ML 280 CDI 4MATIC, and C 200 CDI.
- 05**: A detailed view of a saved vehicle listing for the C 200 T, showing price, financing rate, and configuration options.
- 06**: A user profile editing screen where a user can update their personal information like address, gender, and password.

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 personalized 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

Aki Fukai

References: Freelance, Contract & Interim

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Mobility and availability		Nationality Swiss citizen Location and time zones Hamburg, Berlin, Zurich (hybrid) · EST to GST (remote)		
References		Clients I have worked with academics (Die Zeit, Forschung & Lehre) Audi Beiersdorf (Eucerin) collectAI (Liquid Labs/Otto Group) CTS Eventim Daimler/Mercedes-Benz enfore AG Agencies I have worked with D-LABS DDD Design Experience One EYELABEL Digital Communication Freiland Netzlösungen frog design Häberlein & Mauerer Interone	Henkel (PlasticPlan Venture) Immonet (Axel Springer) JobRad (whatever.works Venture) Liebeskind Berlin Netbreeze (acquired by Microsoft) receeve Rossmann MVPF Technologies Neue Digitale/Razorfish Nolte & Lauth precious design studio Sturm und Drang, Innovation Insights superReal (now Dept) Tempodome (SinnerSchrader Studios leadership)	SAP SE Swiss Federal Railways SBB Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
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, color and form.		
Languages		German Native tongue English Full professional proficiency in speaking and writing French Intermediate level (B1) Japanese & isiZulu Beginner level		