

# Aki Fukai

## Current Roles

Lead Product Designer,  
Concept Developer &  
Strategic UX Consultant

I'm curious to learn about the mid-to long term challenges your team may face\*. **Let's talk** and see how we can push the limits together.



\*) If you don't have any, chances are you're missing them. I can help you uncover the challenges and turn them into opportunities.

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## Profile

**Credo:** Focus on the **human experience** and **joy of use** while serving a purpose on a **systems level**. Preferring to work informally **across disciplines as equals** – with peers and clients, together driving the **strategic decisions and tradeoffs**, based on current **insights and learnings** – and especially interested in **climate action** and **regenerative design**.

**Together we build** new device agnostic **platforms** and **services**, dynamic data-driven **applications** (web, mobile, POS) — whatever helps your 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, Mentor and Consultant).

**What I contribute:** Curiosity, agile, product driven thinking & practice, product discovery, user & customer journeys, user research, user flows, wireframes, lofi to hifi prototypes, UI mockups, component libraries, style guides, design systems.

**Software:** My ears, mind, pencil & paper, Figma, Sketch, Miro, Notion, VS Code, Git, IA Writer, Affinity Suite, Trello, Slack, Asana, Basecamp, JIRA etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

**Experience:** Over 12 years of product driven design practice from zero to one and beyond; Most recently over 8 years of startup and agile product discovery, building and shipping experience. Before that years of experience in agencies and consultancy with renowned clients.

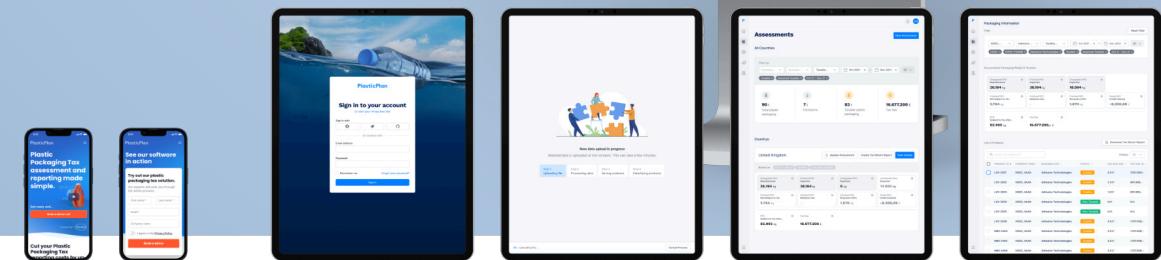
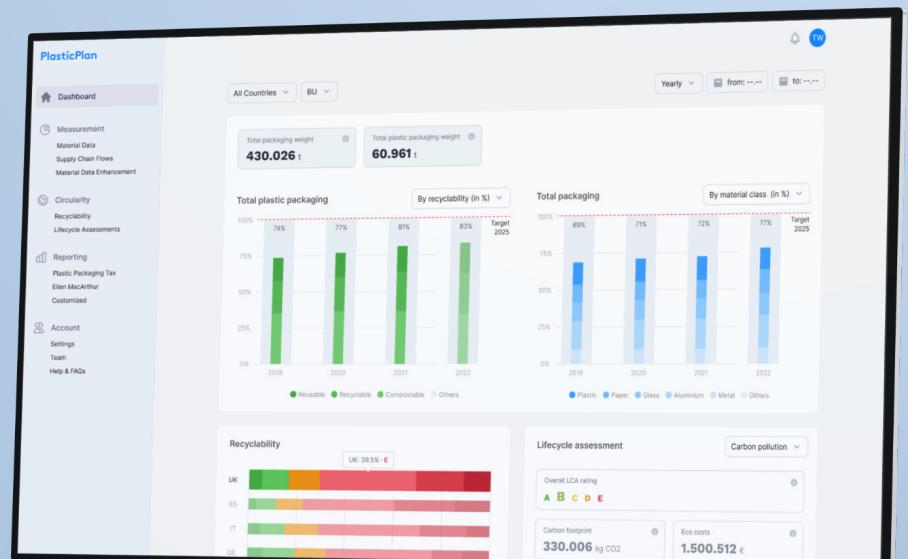
# PlasticPlan: Making Plastic packaging sustainable, AI-powered, at scale.

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

- Lead product discovery, user research, UX & UI Design
- Close collaboration with product lead, engineers and stakeholders
- Prototype of the entire flow
- Concept & design: product marketing landing page
- Design & product documentation
- **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



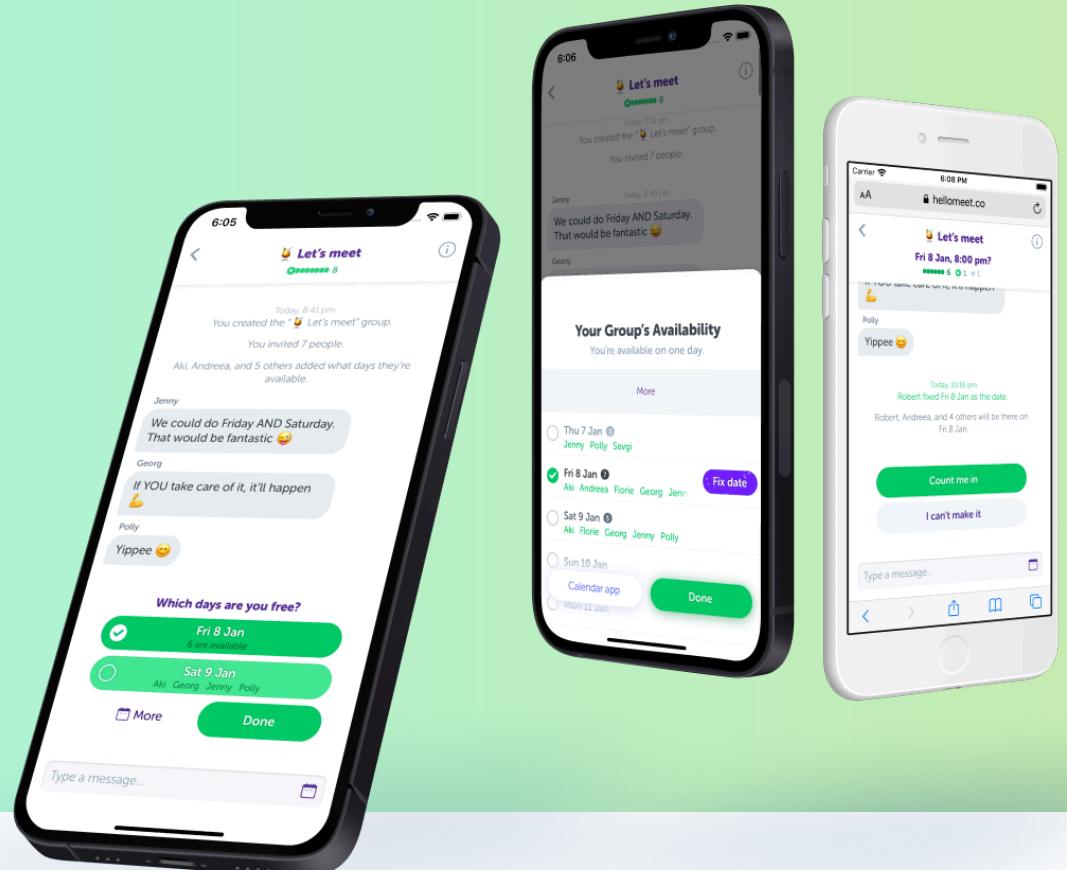
# Hello Meet: Finding time together made simple. Finally.

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** 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



# Helping local stores to run their business – enfore.

Turning eCommerce on its head with software and POS hardware, end-to-end and customer centric.

SaaS as in fully connected Service as a Software.

## End-to-end discovery and delivery of:

- Reservations at POS and online
- Pick-up & delivery at POS and online
- Data driven dashboard KPI widgets
- Continuous 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



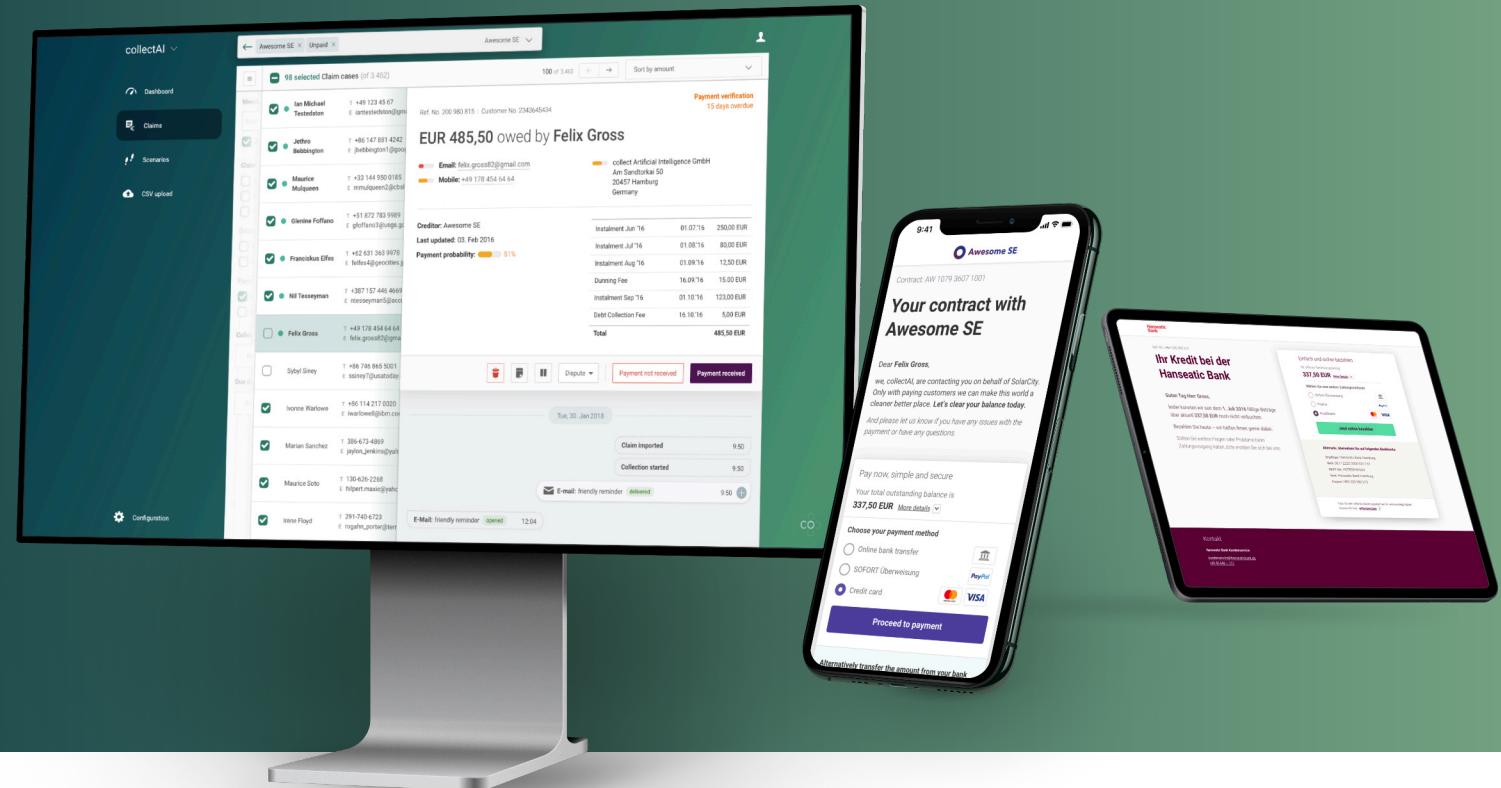
# Receivables redefined, customer centric & data informed – collectAI.

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



# 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.

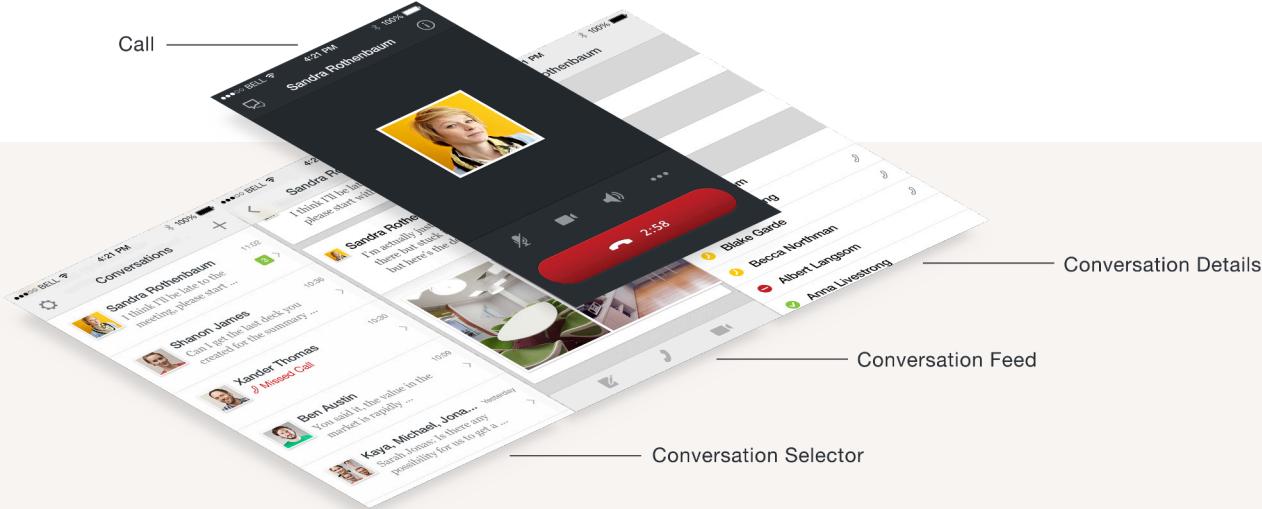
Business is about relationships.  
And relationships start with a conversation.



# Unify Project Ansible.

Making work more productive, connected and human centred.

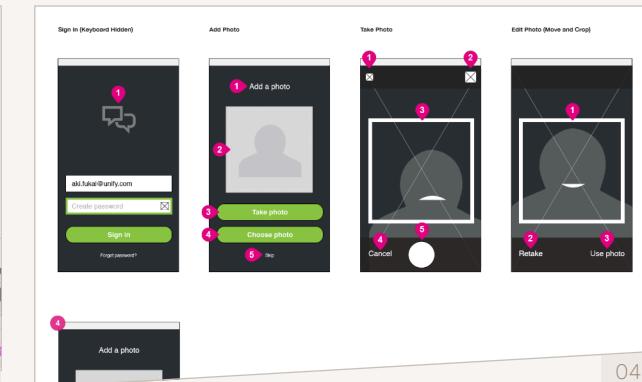
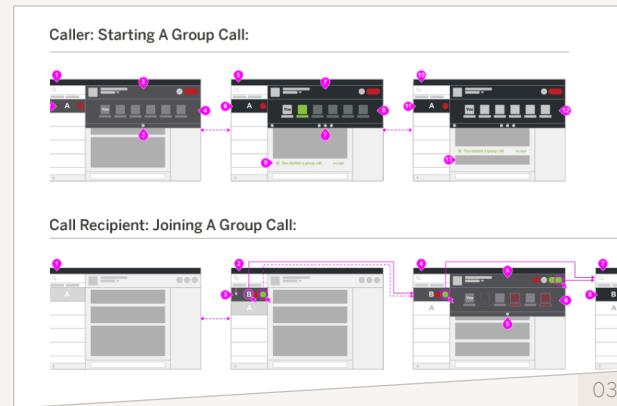
[Projectansible.com](http://Projectansible.com) (Circuit)



02

**Project's story:** Unify – formerly Siemens Enterprise Communications – in **close partnership** with frog envisioned and defined workforce communication with the **end-user at it's 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.

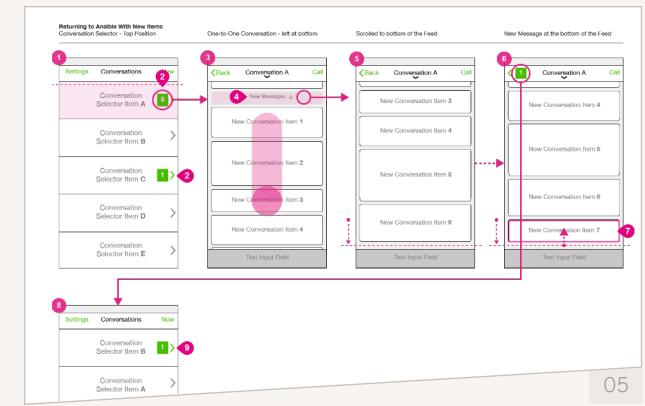


03

## Screens

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

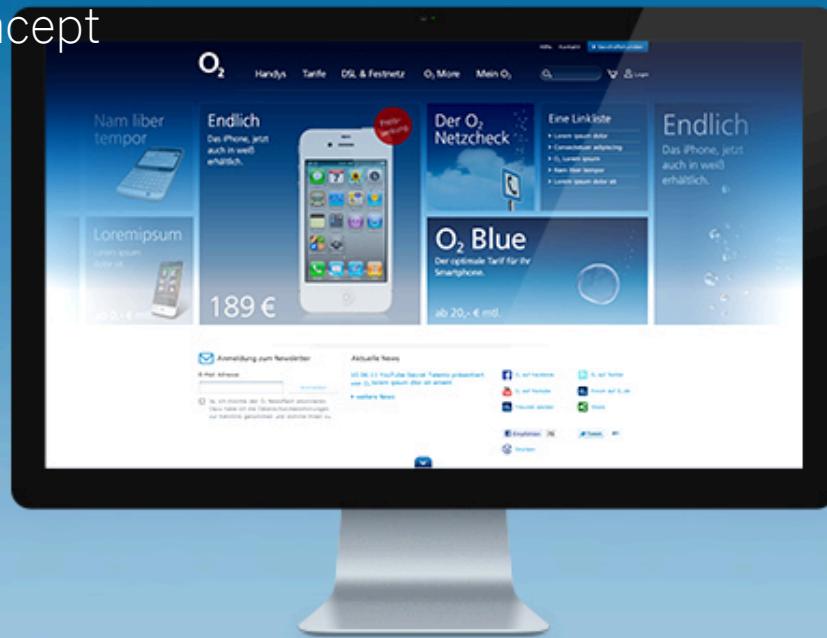
- 04 iOS and iPhone: First use flow
- 05 iOS and iPhone: Read and unread flows

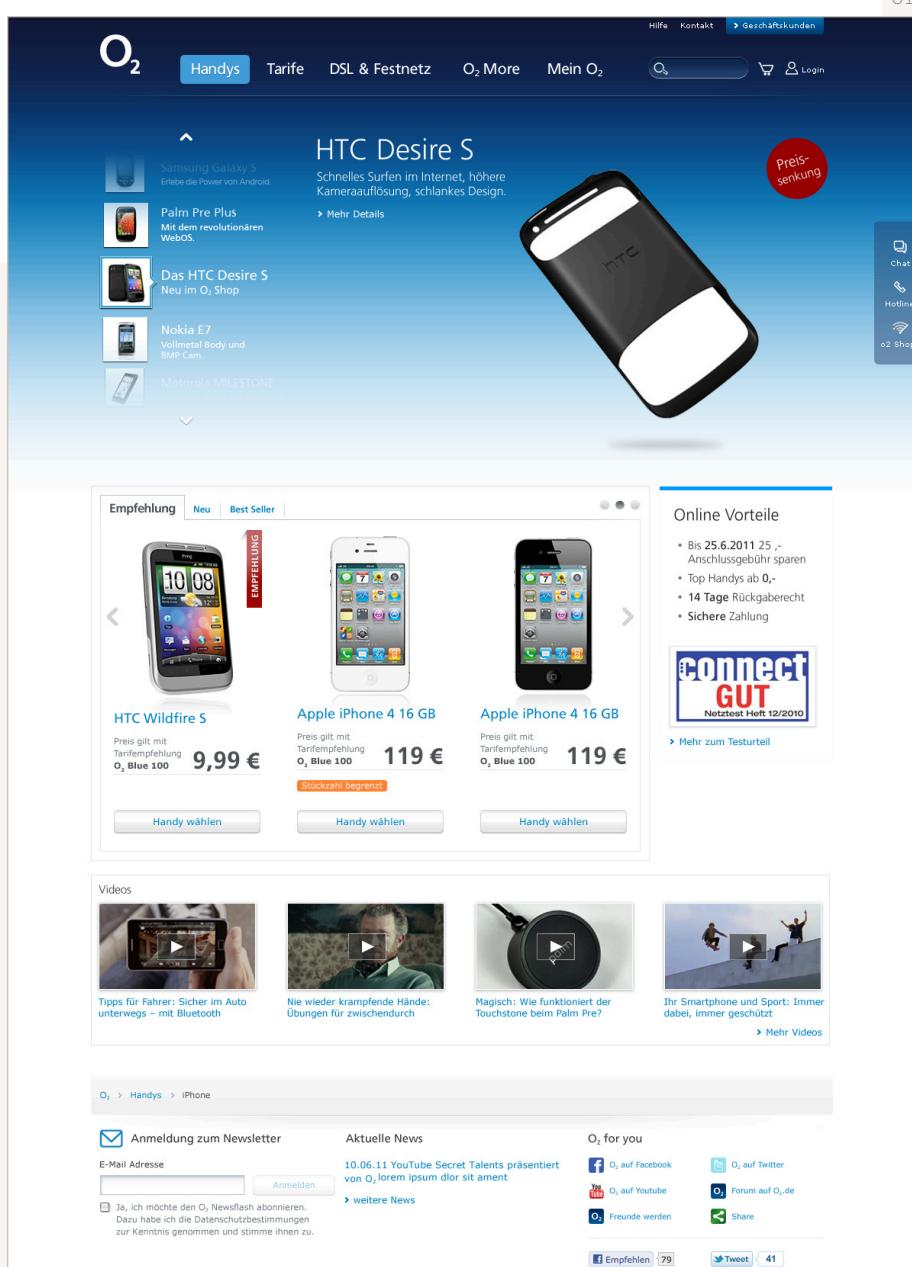


**Role:** Senior Interaction Designer  
**Agency:** frog design

# O2 Relaunch.

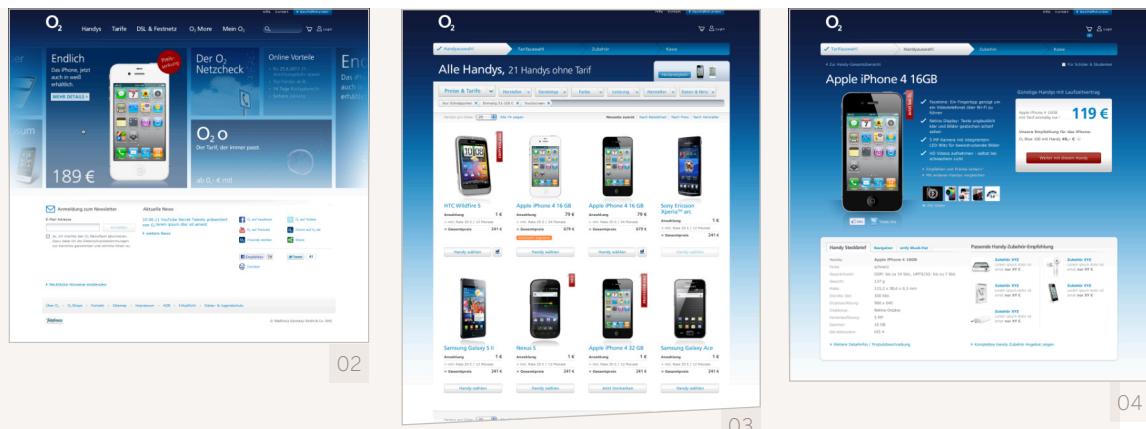
- **Created** the design to win this challenging account
- **Lead** art directors and designers
- **Consulted** on IA and UX
- **Simplified** the complex shopping flows
- **Designed** a unified and modular teaser concept
- **Optimised** for Tablet/touch
- **Aligned** to the brand
- **Documented** the UX in a style guide





**O2 Relaunch.** The consumer portal and its e-commerce flows newly conceived and designed – in about four months.

o2.de



**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

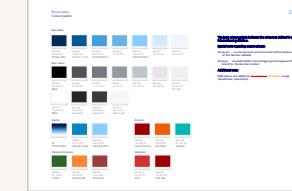
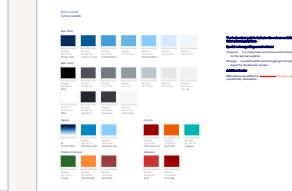
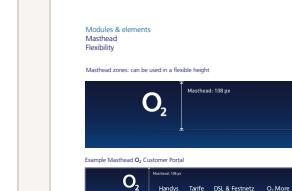
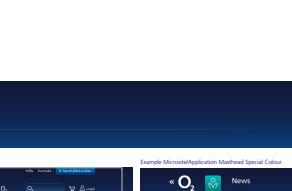
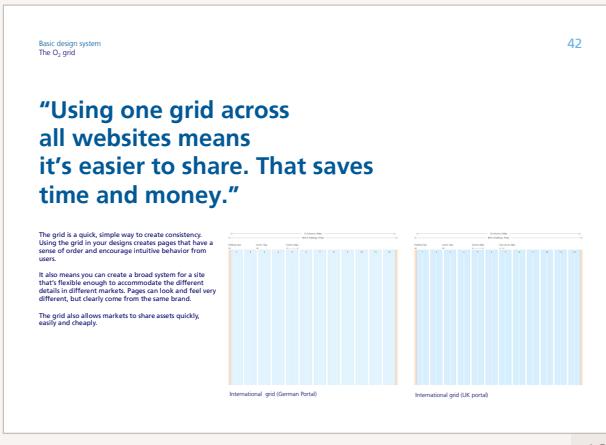
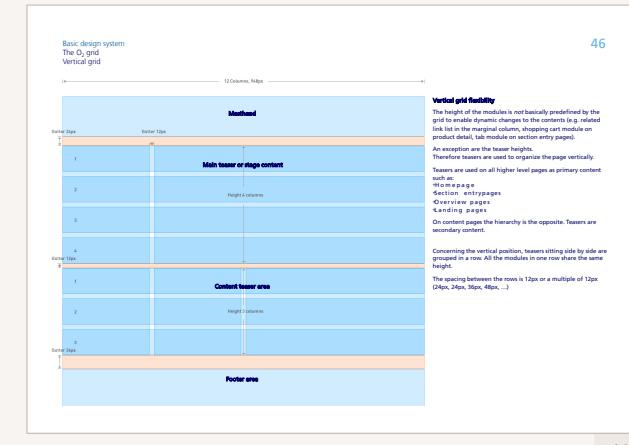
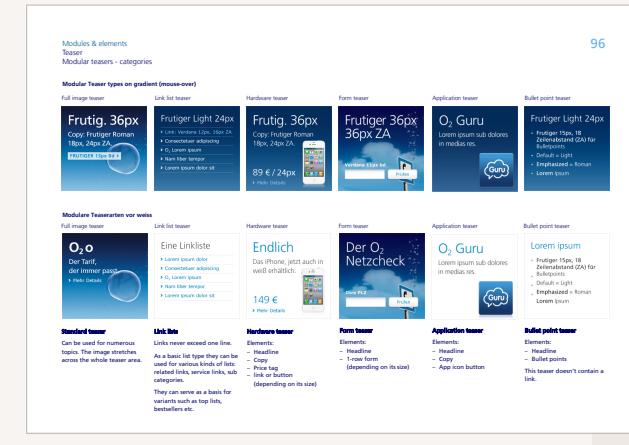
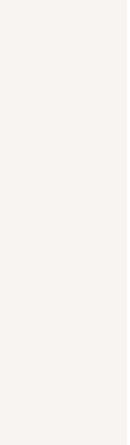
- 01 Phone landing page with panorama teaser
  - 02 Home with modular teaser v
  - 03 Mobile phone shop catalogue
  - 04 Mobile phone detail page

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 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><b>1</b></p> <p>Basic visual language &amp; brand assets</p> <p>Visual language</p> <ul style="list-style-type: none"> <li>Brand assets</li> <li>Type</li> <li>Gradient</li> <li>Color palette</li> <li>Geography</li> <li>Icons</li> <li>Image palette</li> <li>Image library</li> <li>Font stacks</li> <li>Line styles</li> </ul>	 <p><b>2</b></p> <p>Basic design system, modules &amp; elements</p> <p>System:</p> <ul style="list-style-type: none"> <li>- Grid</li> <li>- User interface elements: Buttons, Headers, Navigation, Modals and footer</li> <li>- Icons</li> <li>- Footer design</li> <li>- Header design</li> <li>- Elements</li> <li>- Buttons</li> <li>- Buttons</li> <li>- Icons</li> </ul>	 <p><b>3</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; columns</p> <p>Grids &amp; columns</p>	 <p><b>4</b></p> <p>Consumer portal o2.de / zonline.de</p> <p>Page types:</p> <ul style="list-style-type: none"> <li>Modular</li> <li>Modular</li> <li>Modular Tables</li> </ul>	 <p><b>5 - 8</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; columns</p> <p>Grids &amp; columns</p>	 <p><b>9</b></p> <p>Modular flexibility</p> <p>Grids &amp; columns</p> <p>Grids &amp; columns</p> <p>Grids &amp; columns</p>
 <p><b>10</b></p> <p>Basic design system The O2 grid</p> <p><b>"Using one grid across all websites means it's easier to share. That saves time and money."</b></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'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.</p> <p>International grid (German portal)</p> <p>International grid (UK portal)</p>	 <p><b>42</b></p> <p>Basic design system The O2 grid Vertical grid</p> <p><b>Vertical grid flexibility</b></p> <p>The height 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 page, etc.) or to adapt to certain entry pages. An exception are the teaser heights. Teasers are used to organize the page vertically, such as on all higher level pages as primary content (e.g. news page, section entrance, overview page, featured products).</p> <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 (24px, 36px, 48px, ...)</p>	 <p><b>46</b></p> <p>Modular &amp; elements Teaser Modular teasers - categories</p> <p><b>Modular Teaser types on gradient (mouse-over)</b></p> <p>Full image teaser</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p><b>Modular Teaser types vor weiß</b></p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p><b>Standard Teaser</b></p> <p>Can be used for numerous topics. The image stretches across the whole teaser area.</p> <p>This type can serve as a basis for variants such as top lists, bestsellers etc.</p>	 <p><b>11</b></p> <p>Modular &amp; elements Teaser Modular teasers - categories</p> <p><b>Modular Teaser types on gradient (mouse-over)</b></p> <p>Full image teaser</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p><b>Modular Teaser types vor weiß</b></p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p><b>Standard Teaser</b></p> <p>Can be used for numerous topics. The image stretches across the whole teaser area.</p> <p>This type can serve as a basis for variants such as top lists, bestsellers etc.</p>	<p><b>12</b></p> <p>Modular &amp; elements Teaser Modular teasers - categories</p> <p><b>Modular Teaser types on gradient (mouse-over)</b></p> <p>Full image teaser</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p><b>Modular Teaser types vor weiß</b></p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p><b>Standard Teaser</b></p> <p>Can be used for numerous topics. The image stretches across the whole teaser area.</p> <p>This type can serve as a basis for variants such as top lists, bestsellers etc.</p>	

### Brand Style Guide

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

# 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...

The screenshot shows a sidebar with various filtering options:

- Auswahl verfeinern**
- Beliebte Filter:**
  - Sonderangebote 14
  - Neu im Sortiment 15
  - Rossmann Qualitätsmarken 6
- Marken:**
  - Alete 6
  - babydream 6
  - Bebivita 6
  - FruchtBar 6
  - HiPP 4
- Mehr ...**
- Alter (ab ... Monate):** A slider set to 12, with other options: Alle, 2, 4, 6, 8, 10.
- Online/Filiale:**
  - Exklusiv Online 119
  - Filialangebot 220



01

The screenshot shows the Rossmann Online-Shop homepage. At the top, there's a search bar with the placeholder "Reiniger" and a "Suchen" button. Below the search bar, there are "Vorschläge zu Ihrer Suche:" (Search suggestions) for "Reiniger". The main content area has sections for "Produkte (164)" and "Nützliches:". There are also banners for "Pflege für Sie" (Skin care) and "Baby's Bestes" (Baby products). A "Neu im Shop" section features items like a Belina gaming book and Softlens Monatslinsen. A "Sauber, sauber!" banner features a woman cleaning.

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

rossmannversand.de

This screenshot shows a search results page for "Reiniger". It includes a sidebar with filters for "Alle Kategorien", "Suchbegriffe", and "Marken". A "Newsletter" sign-up form is also present. The main area displays search results for various cleaning products like "Bref Power Hygiene Reiniger" and "Bref Power Universal Reiniger".

This screenshot shows a filtered product list for "Babyrein". The sidebar on the left contains a "Aktueller Prospekt" (Current prospectus) and "Partner-Angebote" (Partner offers) for Schwarzkopf. The main area shows a list of baby products.

This screenshot shows a detailed search result page for "Babyrein". The sidebar is very prominent, containing sections for "Allesmarken", "Babyrein", "Babywelt", and "Babyrein Babyrein". It provides extensive filtering options and information about the product.

04

**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

01

## Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

[rossmann.de](http://rossmann.de)

03

**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.

**Role:** Concept Dev. IA/UX, Art Direction, UI Design  
**Agency:** WowBiz

### Screens

- 01 Brand home with product finder
- 02 Product detail
- 03 Quality brands home
- 04 Category (baby and child) home

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

[mercedes-benz.de/mein-mercedes](http://mercedes-benz.de/mein-mercedes)

01

02

03

04

05

06

## 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

# Aki Fukai

## Professional Experience + Education

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<b>Personal data</b>	Nationality  Marital status & family	Swiss  Married, father of two daughters		
<b>References</b>	Clients I have worked for and with  2008 - today	<b>academics</b> (Die Zeit, Forschung & Lehre) <b>Audi</b> Beiersdorf (Eucerin) <b>collectAI</b> (Liquid Labs/Otto Group) <b>CTS Eventim</b> <b>Daimler/Mercedes-Benz</b> <b>enfore AG</b>	<b>Henkel</b> (Venture PlasticPlan with MVP Tech.) <b>Immonet</b> (Axel Springer) Liebeskind Berlin <b>Netbreeze</b> (acquired by Microsoft) receeve <b>Rossmann</b> <b>SAP SE</b>	<b>Swiss Federal Railways SBB</b> Sony Deutschland <b>Telefónica Germany</b> (o2) <b>Unify</b> (formerly Siemens Enterprise Comm.) <b>WHATEVER.WORKS</b> (JobRad venture)
	Agencies I have worked with  2008 - today	<b>D-LABS</b> DDD Design <b>Experience One</b> EYELABEL Digital Communication Freiland Netzlösungen <b>frog design</b> Häberlein & Mauerer Interone	<b>MVPF Technologies</b> <b>Neue Digitale/Razorfish</b> Nolte & Lauth <b>precious design studio</b> <b>Sturm und Drang, Innovation Insights</b> superReal (now Dept) TEMPODOME WowBiz	
<b>Studies</b>	1998	<b>University of Applied Sciences, Department of Design HAW Hamburg</b> 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.		
<b>Languages</b>	German  English  French  Japanese & isiZulu	Native tongue  Full professional proficiency in speaking and writing Intermediate level (CEFR B1) Beginner level		