

# Aki Fukai

## Lead Product Designer

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### Summary

I'm a full-stack Lead UX/Product Designer with over 12 years experience of building products and services from zero to one and beyond. I excel at simplifying complexity in agile, collaborative, cross-silo, well-connected environments – at eye level with product leadership.

I have a Swiss passport and live with my family in Hamburg, Germany.

### Languages

German: Mother tongue

English: Full professional proficiency

French: Intermediate level (CEFR B1)

Japanese & isiZulu: Beginner level

### Education

HAW Hamburg, Department Design  
Communication design (with an  
internship at Fork Unstable Media)

### Further work experience

Before 2015

**Sr. Interaction Designer** (contract) **SAP**  
Fiori App Store (DS) Jul 2015 – Oct 2015

**Sr. UX Designer** **Scout24 Schweiz**  
Search & filter UX Feb 2015 – Apr 2015

**Sr. Interaction Designer** (contract)  
**natcon7** · Renewable power plant  
management Dec 2013 – Oct 2014

**Sr. Interaction Designer** (contract) **frog** for  
Unify: Unified collaboration enterprise app  
(mobile, iPad & web). Sep 2013 – Jan 2014

**UX Designer & UX Researcher** (freelance)  
**Immonet**: faceted search Jan – Apr 2013

**Sr. Art Director** (contract) at Razorfish for  
**Telefónica o2** relaunch May – Sep 2011

**Freelance Art Director, Interaction  
Designer, Concept/IA** 1998 – 2013  
Agencies i.a.: Kabel New Media AG,  
IconMedialab AG, Nolte & Lauth  
Clients i.a.: **Aquila Capital**, **Audi**, **BMW**,  
**Netbreeze**, **Mercedes-Benz**, **Rossmann**

## WORK EXPERIENCE

**Design Director** (remote) **SDGventure** Jan 2022 – present

Driving and leading product design of the impact collective – from discovery over MVP to viable business, zero to one and beyond – marrying profit with purpose.  
Mandates: **WHATEVER.WORKS** (JobRad), **PlasticPlan** (Henkel).

**Design Director** (contract, remote), **WHATEVER.WORKS** May 2023 – Jun 2024

**Product:** Co-lead, designed and shipped 12+ product initiatives end-2-end. Enabled signing dozens of companies offering time-outs. Improved quality and TTM by introducing Shape-Up (**JobRad** B2B SaaS venture).

**People:** Created and cultivated alignment with key stakeholders. Hired and mentored a Senior Product Designer.

**DS/Tools:** Built and shipped a complex application design system MVP. Introduced multi-language tooling with Lokalise.

**Lead/Sr. UX/UI Designer** (freelance, remote/hybrid) Jul 2022 – Apr 2023

**Clients:** **Babymarkt** UX audit · **Tagesspiegel Media** Relaunch ·  
**Mercedes-Benz.io** Design System

**Lead Product Designer** (contract, remote), **PlasticPlan** Feb – Jul 2022

**Product:** Designed and shipped a human-centric interface on top of an AI-powered data service that enables companies to transparently manage complex packaging data ( **Henkel** B2B SaaS venture).

**People:** Hired and coached a Mid level Product Marketing Designer.

**DS:** Built and shipped complex app & product mkt. design system MVPs.

**Partner & Product Designer** (on site/remote) **Hello Meet** Jan 2018 – Mar 2024

**Strategy:** Co-shaped and tested C2B business model.

**Product:** Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement.

**DS:** Built and shipped a mobile design system (iOS, Android, web).

**Senior Product Designer, product & DS** (hybrid), **enfore AG** Jul 2018 – May 2020

**Product:** B2B2C · Drove, designed and shipped multiple core design initiatives from discovery to delivery – customer centered, multi device, at POS and online. E.g. reservations, pick-up & delivery, dashboard widgets, online presence email & business docs.

**DS:** Extended and enhanced a multi-device POS & ERP application design system for a highly complex product, driven by product initiatives.

**Sr. Interaction Designer** (on site) **collectAI** part of Otto Feb 2016 – Feb 2018

**Product:** Designed and shipped a white label B2B2C digital self-service for dunning, collections & payment processes, as well as the merchant's claim management portal.

**DS:** Built minimal design systems for the claim management application and the end user facing payment flows.

**Lead/Sr. Interaction Designer** (contract, on site), **SBB** Nov 2015 – Sep 2016

**Product:** Defined use cases and designed the UX concept, workflows, prototypes for the GIS based iPad & web app to digitise end-to-end the railway's vegetation monitoring, assessment and procurement in the field and in the accounting office.

**DS:** Based on the SBB CI I've created a flexible custom UI component library and ensured the implementation quality in iPadOS and in the web.