

# Aki Fukai

## Lead Product Designer

## Curriculum Vitae

Last updated: Jun 2024

### In a nutshell

As a **senior/lead product designer** with over 10 years' experience of building products and services. I work best in small and de-siloed **product teams**. I help shape and amplify the **strategic impact of design** and shape the way we work. Together we work on large, **complex projects** over multiple iterations - and build a **trusted and sustainable relationship**.

I'm Swiss and currently live with my family in **Hamburg Germany** and work mostly remotely.

### Contact

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## About Me

👋 In 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 on the answers — for the people who use them and the people who provide and grow them — 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 digitally connected products and services for over 15 years.

🤝 I believe that the best results come from **close collaboration**, be it in internal interdisciplinary teams, or as a consultant in a **committed relationship** with client.

🌱 I'm passionate about helping to **drive systems change to tackle the climate and biodiversity crises**.

👨👩👧👦 In my spare time I enjoy being with **my family**, travelling, learning from different cultures and practicing 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** with Swiss and Japanese heritage. I speak **business fluent English** (proficient) and have an advanced basic knowledge of **French** 🇫🇷 (CEFR A2) and in **Japanese** 🇯🇵 and **IsiZulu** 🇿🇦

## Work Experience

### 05.2023 - 06.2024

Lead UX/Product Designer (ind. contractor)

Client: **WHATEVER.WORKS** · B2B venture · lean DS

### 07.2022 - 04.2023

Freelance Lead/Senior UX/UI Designer **Clients:**

Babymarkt, **Tagesspiegel**, **Mercedes-Benz.io** · DS

### 02.2022 - 07.2022

Lead Product Designer (ind. contractor)

Client: **PlasticPlan** · B2B venture · DS

### 01.2018 - 03.2024

Partner & Product Designer **App:** **Hello Meet** · C2B

### 06.2018 - 05.2020

Senior Product Designer **Client:** **enfore AG** · B2B2C

### 02.2016 - 02.2018

Lead/Senior Interaction Designer (product & DS)

Client: **collectAI** (B2B corp. startup · Otto Group)

### 11.2015 - 09.2016 (40-60%)

Lead/Sr. Interaction Designer (ind. contractor)

Client: **SBB**

### 07.2015 - 10.2015

Senior Interaction Designer, design system (DS)  
(ind. contractor) **Client:** **SAP SE** · Fiori DS

### 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, IxD

**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

### Making plastic packaging sustainable, with data, at scale – PlasticPlan

**Duration:** 02.2022 - 07.2022

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

**Technology:** Web, Vue.js, Tailwind

**Role:** Lead product designer

### Group scheduling made simple – Hello Meet ↗

**Duration:** 01.2018 - 03.2024

**Done:** Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement, co-shaping and testing the C2B business model.

**Technology:** iOS, Android, Web, React

**Role:** Partner & senior product designer

### Helping local stores to run their businesses (B2B2C) – enforce AG ↗

**Duration:** 06.2018 - 05.2020

**Done:** Designed and shipped reservations, pick-up & delivery and dashboard widgets in enforcePOS, online presence, email & business documents

**Technology:** Web/mail, enforcePOS, enforceDonner

**Role:** Senior product designer

### End-to-end digital collections, redefined – collectAI ↗

**Duration:** 02.2016 - 02.2018

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

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

**Role:** Senior product designer

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

**Duration:** 11.2015 - 09.2016

**Done:** Designed UX concept, B2B workflows, prototypes to digitise end-to-end monitoring, assessment and procurement.

**Technology:** Web (responsive), iOS, iPad

**Role:** Senior interaction designer

For a more visual look at projects take a look at my [PDF portfolio](#).

### 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

**With:** D-Labs · SAP SE

### 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 · Unify (Siemens)

### 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 · Netbreeze

### 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, Comprehensive 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

dtp entertainment

**enfore AG**

**Henkel**

**Immonet** (Axel Springer)

Klinikum Südstadt Rostock

LG Electronics

natcon7 (part of Nordex)

**Netbreeze** (now part of Microsoft)

Otto Reisen, Reiseland

**PlasticPlan** (MVPF)

receeve GmbH

**Rossmann**

**SAP SE**

**Swiss Federal Railways SBB**

Scout24 Schweiz

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

### **D-LABS**

DDD Design

### **Experience One AG**

EYELABEL Digital Communication

Fork Unstable Media

Freiland Netzlösungen

### **frog design**

Häberlein & Mauerer

IconMedialab AG

Interone

Jung von Matt/next

Kabel New Media AG

### **MVPF Technologies**

### **Neue Digitale Razorfish**

Nolte & Lauth

OgilvyInteractive

Philipp und Keuntje

Plan.Net

### **precious design studio**

### **STURM und DRANG, Innovation Insights**

superReal GmbH (part of DEPT®)

TEMPODOME

WowBiz