

# Aki Fukai

Hamburg, Berlin, Zurich (hybrid)  
EST to GST (remote)  
Married, two daughters  
Swiss citizen

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## Design Dir./Lead Product Designer (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), **c** May 2023 – Jun 2024

Product: Co-lead, designed and shipped 12+ product initiatives end-2-end.  
Enabled signing dozens of companies (**JobRad** B2B SaaS venture).

People  
& Process: Improved quality and TTM by introducing Shape-Up. Fostered alignment with key stakeholders. Hired and mentored a Mid-Level Product Designer. Built and shipped a complex responsive app design system. Introduced multi-language tooling with Lokalise.

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

**Babymarkt** UX audit · **Tagesspiegel Media** Relaunch · **Mercedes-Benz** 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  
& Process: Hired and coached a Jr. Product Marketing Designer. Built and shipped foundational responsive complex app & product mkt. design systems.

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

Product: Co-shaped and tested a C2B business model, successfully turning the market on its head and co-developed strategy tools and direction.  
Hypothesis driven product design and development, JTBD informed user flows and UIs, new features, continuous improvement

Product  
& Process: Helped hiring a pivotal senior backed developer. Built and shipped a mobile design system (iOS, Android, web).

## Senior Product Designer (hybrid), **enfore AG** Jun 2018 – May 2020

Product: Drove, designed and shipped core design initiatives from discovery to delivery, customer centred and multi device; reservations, pick-up & delivery, dashboard widgets, online presence email & business docs.

Process: 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.

Process: Built the design systems for the claim mgnt. app and 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.

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

## Summary

**I'm a full-stack Lead Product Designer** with over 20 years' experience and over 12 years' experience of **building digital products and services from zero to one** and beyond. I excel at **simplifying complexity** in partnership with product leadership, especially in agile, collaborative environments.

I also help teams to **create an agile and open corporate culture** based on useful and constructive feedback from across functions and teams, which in turn improves **performance**.

I love **partnering on digital innovations that tackle environmental and social issues** through strategic design.

## Languages

German: Mother tongue

English: Full professional proficiency

French: Intermediate level (CEFR B1)

Japanese & Zulu: 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 Siemens/Unify: Collaboration enterprise app (mobile/Pad/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**