

# Aki Fukai

Principal Product Designer  
B2B/2C SaaS Platforms Specialist  
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.



Elbchaussee 15  
22765 Hamburg, Germany  
USt-IdNr. DE229552221

+49 172 431 15 00  
[aki@fukai.ch](mailto:aki@fukai.ch)  
<https://fukai.ch>

## 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

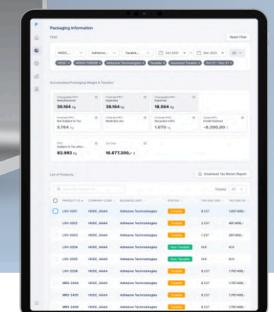
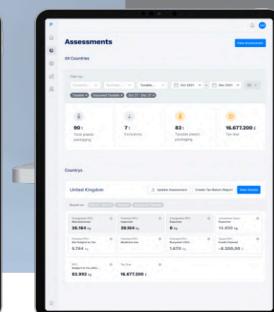
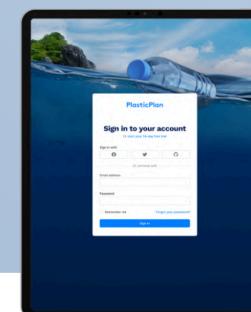
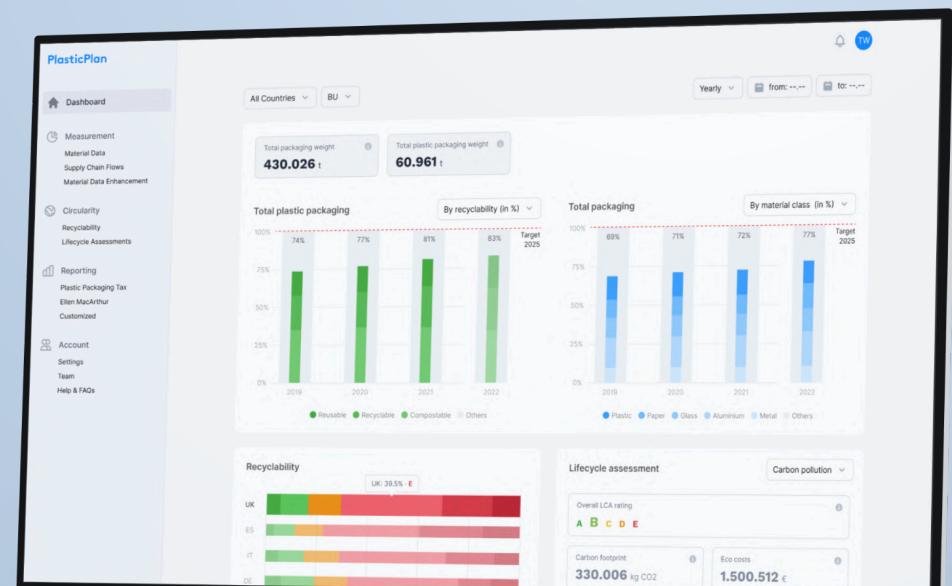
**Impact:** SDG 12 (responsible consumption and production), SDG 13 (climate action), (SDG 14, 9)

## 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

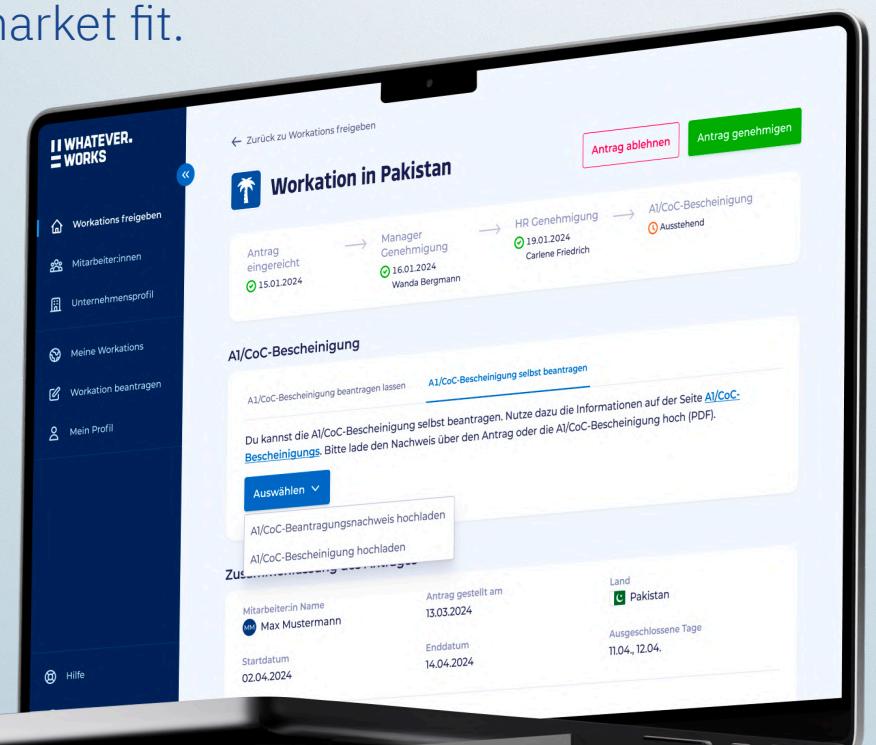
- Through combining product delivery excellence with user-centric compliance flows.

**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.

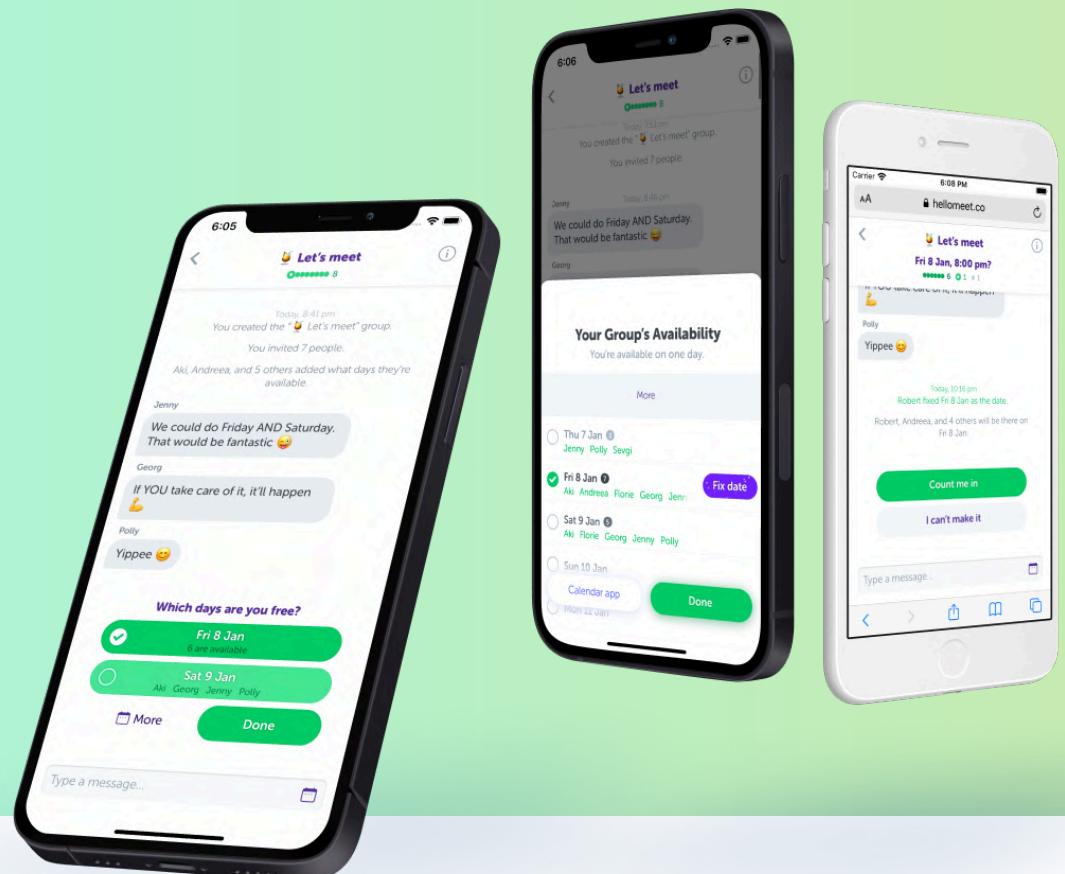
Making group appointments super simple for everyone.  
Privacy first. Customer-to-business. No ads.

- 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.

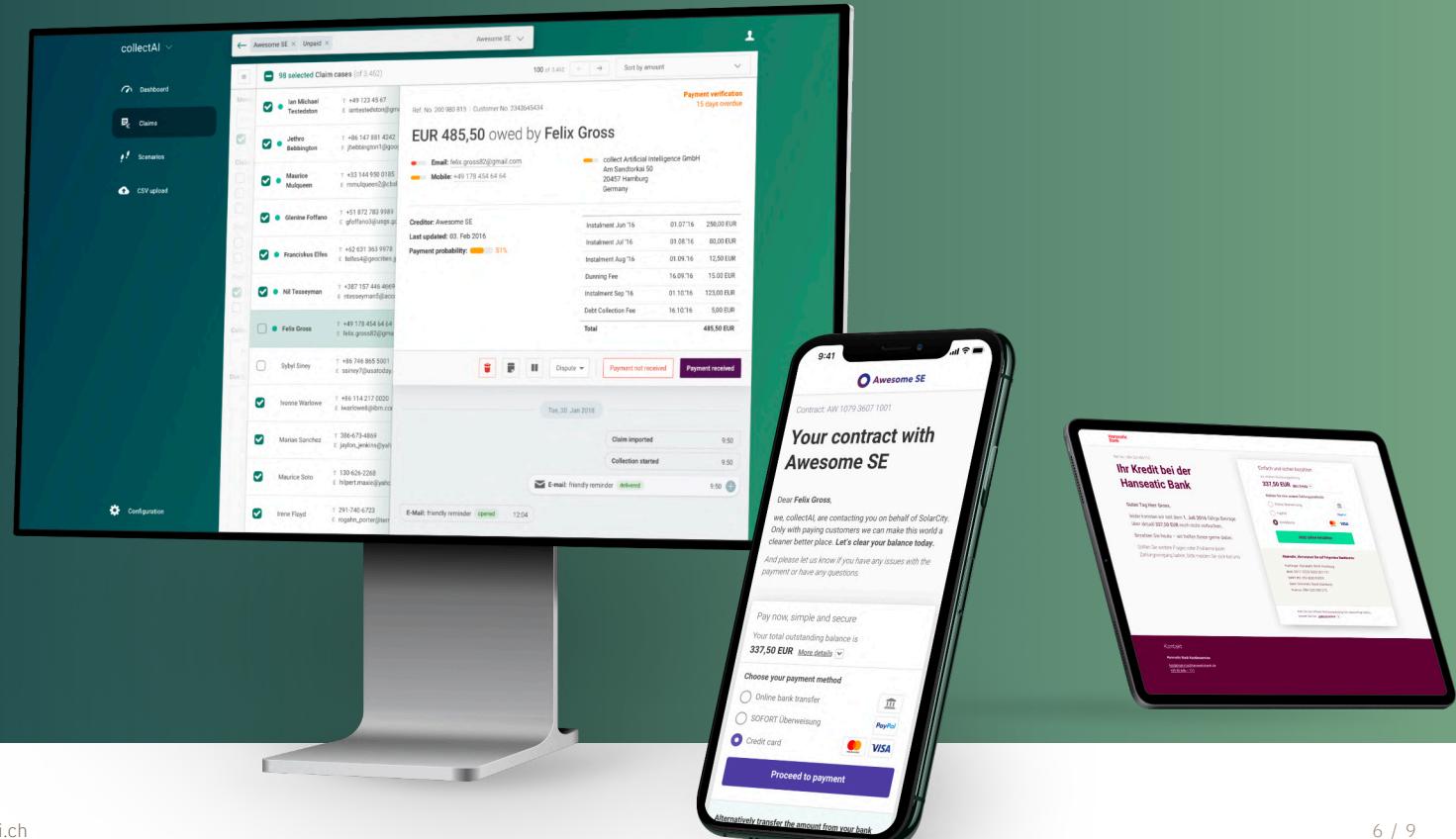
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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

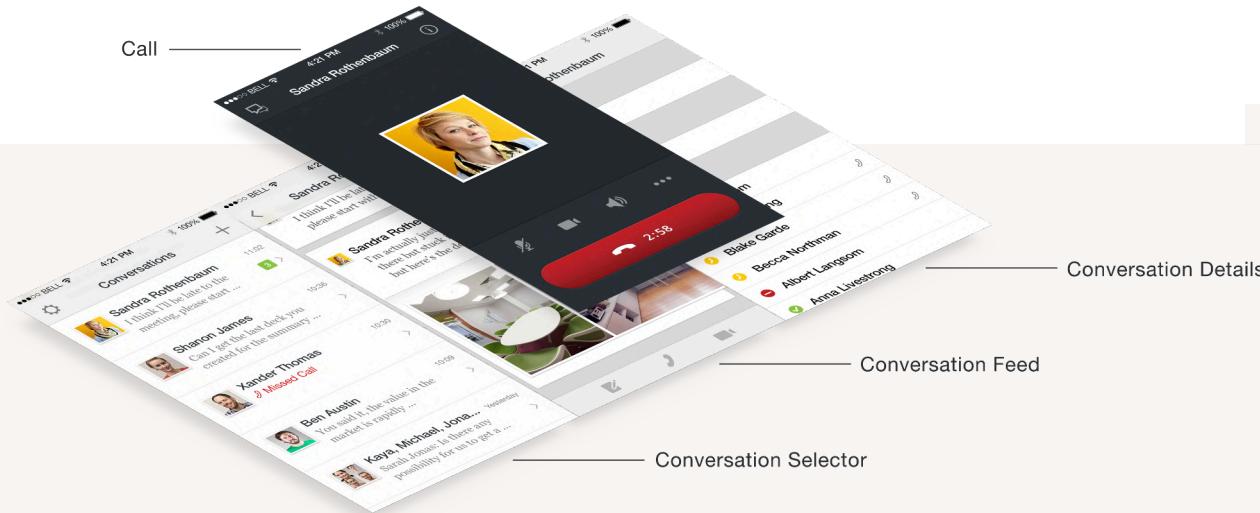
Duration: 5 months contract



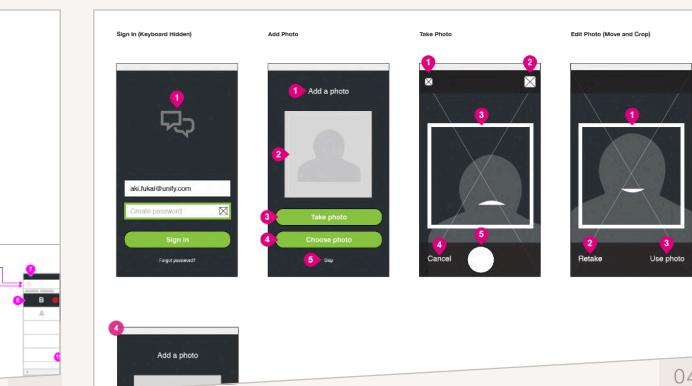
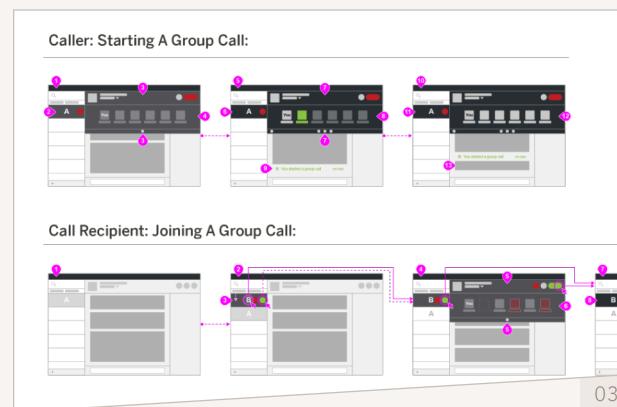
# Unify Project Ansible.

## Making work more productive, connected and human centered.

Projectansible.com (Circuit)



02



03

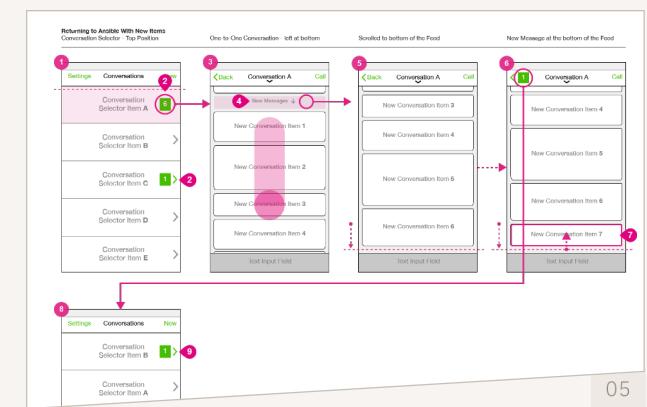
**Screens**

- 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

**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.



05

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

# Aki Fukai

References: Freelance, Contract & Interim

Elbchaussee 15  
22765 Hamburg, Germany  
USt-IdNr. DE229552221

+49 172 431 15 00  
aki@fukai.ch  
<https://fukai.ch>

<b>Mobility and availability</b>		Nationality Swiss citizen Location and time zones Hamburg, Berlin, Zurich (hybrid) · EST to GST (remote)		
<b>References</b>		Clients I have worked with <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>  Agencies I have worked with <b>D-LABS</b> DDD Design <b>Experience One</b> EYELABEL Digital Communication Freiland Netzlösungen <b>frog design</b> Häberlein & Mauerer Interone	<b>Henkel</b> (PlasticPlan Venture) <b>Immonet</b> (Axel Springer) <b>JobRad</b> (whatever.works Venture) Liebeskind Berlin <b>Netbreeze</b> (acquired by Microsoft) receeve <b>Rossmann</b>  <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 (SinnerSchrader Studios leadership)	<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>Studies</b>		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.		
<b>Languages</b>		German Native tongue English Full professional proficiency in speaking and writing French Intermediate level (B1) Japanese & isiZulu Beginner level		