

Aki Fukai

Lead Product Designer

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Summary

I'm a full-stack Lead Product Designer with over 12 years experience of building digital 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 & 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 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**

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 (hybrid), **enfore AG** Jul 2018 – May 2020

Product: Drove, designed and shipped multiple core design initiatives from discovery to delivery – customer centred, 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 UI component library and ensured the implementation quality in iPadOS and in the web.