

AKI FUKAI

Portfolio June 2022
More current work and prototypes on request

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Current Roles

Lead product designer,
concept developer &
UX consultant

Let's talk and find out if I'm the
right fit for your team and
challenge ahead.

If you prefer to collaborate on a contract
basis, **book me** as a freelancer/contractor or
as a well rehearsed team of product people,
designers and developers.

Profile

Credo: Focus on the customer's experience and joy of use, serving a purpose on a system level. Preferring to work informally across disciplines as equals – peers and clients, together driving the right decisions and tradeoffs, based on current insights and learnings.

Together we build new device agnostic platforms and services, dynamic data-driven applications (web, mobile, POS) — whatever means help your diverse and multilingual customers and your business thrive.

Roles: Lead product designer (interaction and user interface designer, information architect, concept developer, CI and branding, UX/design coach and consultant).

What I contribute: Curiosity, product driven thinking & practice, user research, user flows, wireframes, lofi to hifi prototypes, UI mockups, component libraries, style guides, design systems.

Software: My ears, mind, pencil & paper, Figma/Sketch, Miro, VS Code, Git, IA Writer, Notion, Affinity Photo, Trello, Slack, Basecamp, etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

Experience: More than 14 years of product driven design practice. Many years of agency, consultancy and most recently more than 6 years of startup experience.



AKI FUKAI

Professional Experience + Education

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Personal data	Nationality Marital status			
References	Clients I have worked for and with 2004 - today 1997 - 2004	academics GmbH (Die Zeit, Forschung & Lehre) Audi Baden-Württemberg Ministry of State Beiersdorf (Eucerin) BMW (bmw.com) collectAI (Liquid Labs / Otto Group) CTS Eventim AG	Daimler (Mercedes-Benz) enfore AG Henkel (with MVP Factory) Immonet GmbH (Axel Springer AG) Klinikum Südstadt Rostock Netbreeze (acquired by Microsoft) receeve GmbH	Rossmann SAP SE SBB Swiss Federal Railways Siemens Medical Solutions Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
	Agencies I have worked with 2007 - today 1997 - 2006	D-LABS GmbH DDD Design GmbH Eyelabel Digital Communication Fork Unstable Media GmbH Freiland Netzlösungen GmbH frog design Häberlein & Mauerer AG Interone GmbH	Jung von Matt/next Kabel New Media AG (BMW Unit) Neue Digitale / Razorfish GmbH Nolte & Lauth GmbH OgilvyInteractive SpiritLink GmbH Plan.Net Sturm und Drang, Innovation Insights	superReal GmbH (now Dept) TEMPODOME GmbH WowBiz GmbH
Studies	03.1994 - 09.1998 09.1993 - 02.1994	University of Applied Sciences, Department of Design HAW Hamburg Major field of study: Design conception for digital media, advertising (print), corporate design. Other acquired skills: Typography, photography: b&w (darkroom), classical education in drawing, colour and form PAW Akademie für Gestaltung; Subject: Communications design		
Languages	German English French	Native tongue Business fluent in speaking and writing Extended school knowledge		

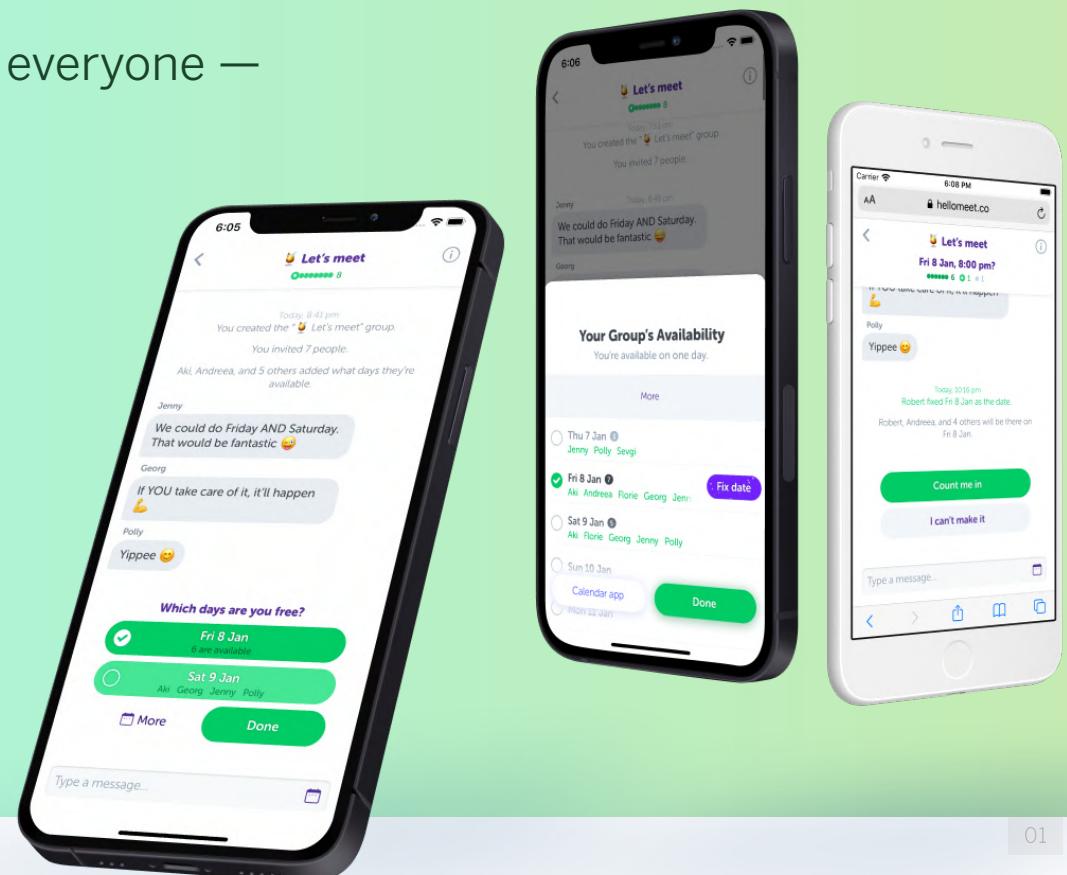
Hello Meet: Finding time together made simple. Finally

Making group appointments super simple for everyone — privacy first, customer-to-business. No ads.

- Hypothesis driven product design and development
- JTBD based user flows and UIs
- New features
- Continuous improvements,
- Co-shaping and testing the business model

Technology: iOS, Android, Web, React

Role: Partner & product designer



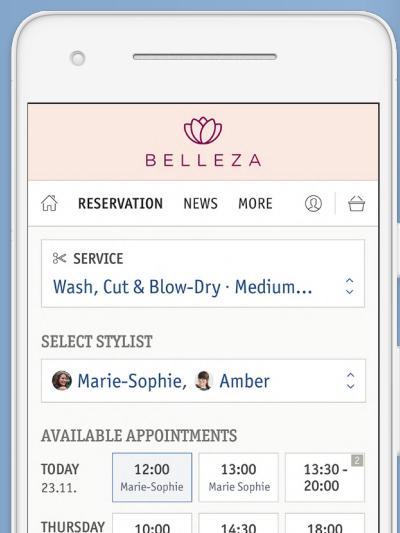
Helping local stores to run their business — enfore.

Turning eCommerce on its head with software and POS hardware end-to-end and customer centric.

- Reservations
- Pick-up & delivery
- Dashboard KPI widgets
- enforePOS
- Online presence
- Email & business documents

Technology: enforeDasher, mobile first responsive web/email, Foundation 4 Emails, React

Role: Senior product designer



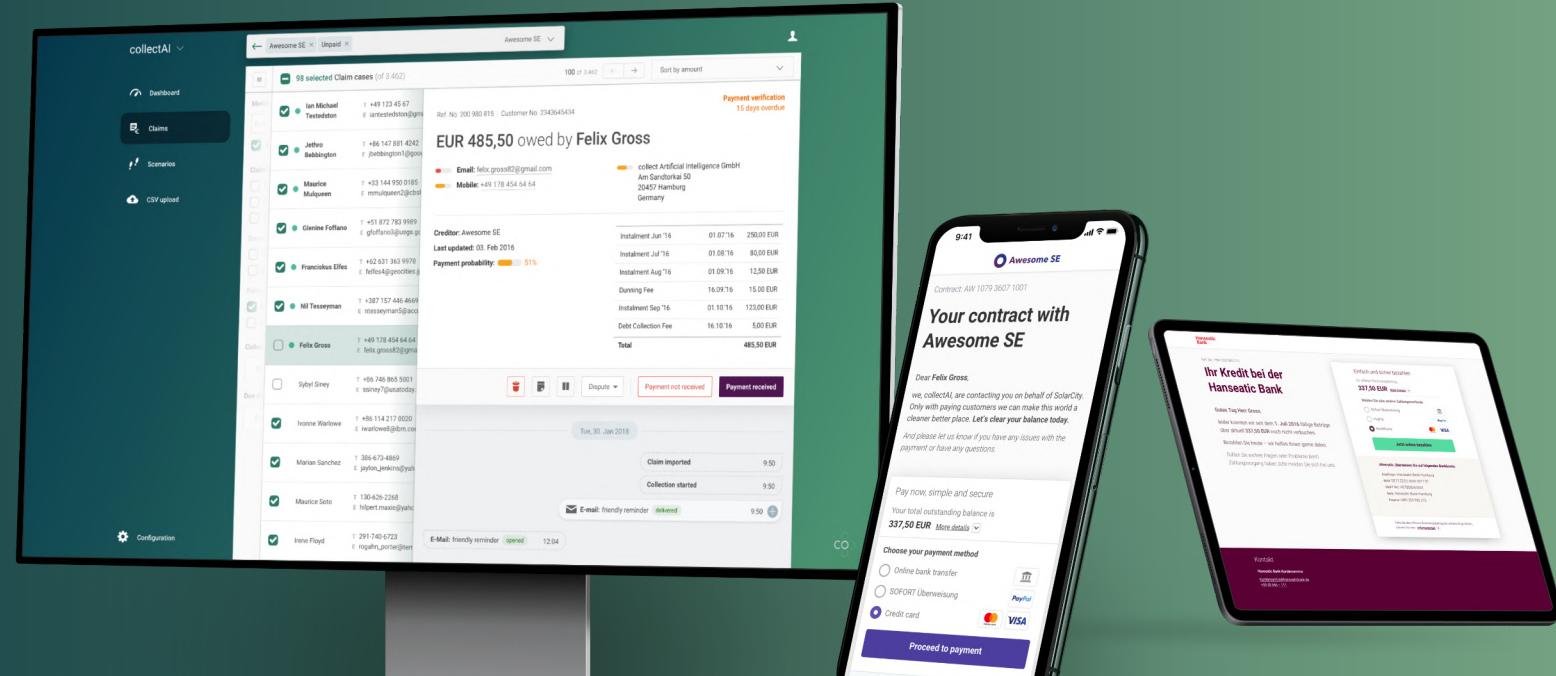
Receivables redefined, customer centric & data informed – collectAI.

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

- Next gen claim management platform
- Mobile first whitelabel payment option flows
- Hackathon (AI-powered financial forecast)

Technology: mobile first responsive web/email, React

Role: Senior product designer



01

Unify Project Ansible.

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.

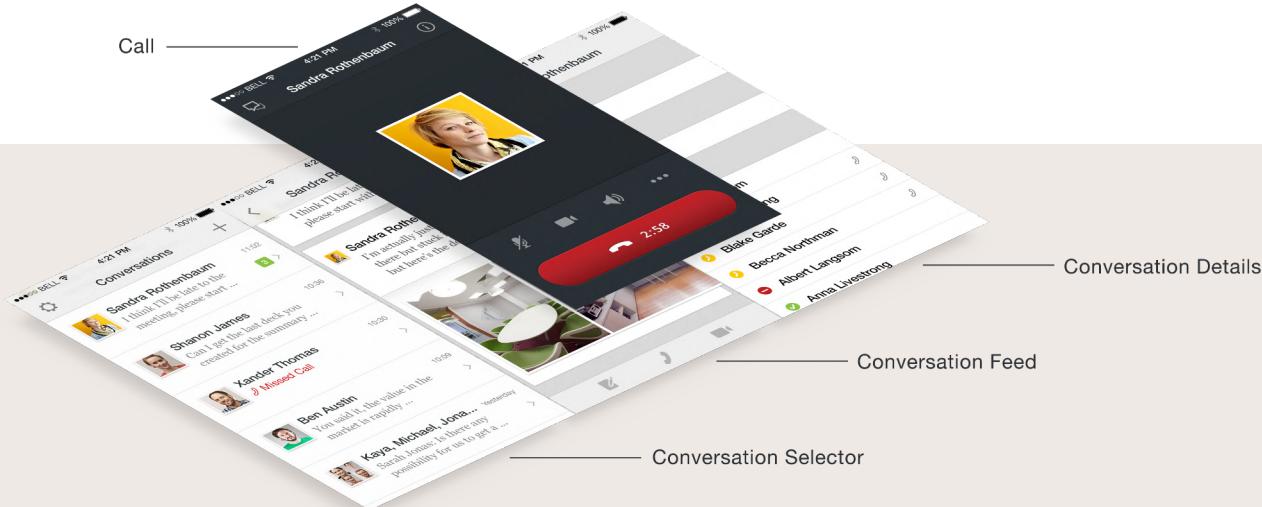
Business is about relationships.
And relationships start with a conversation.



01

Unify Project Ansible. Making Work More Productive

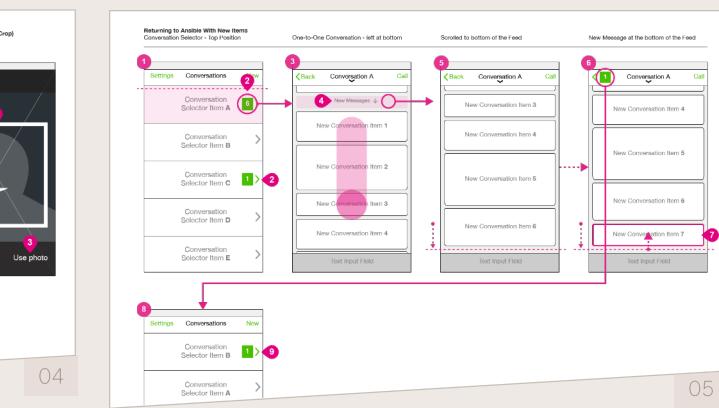
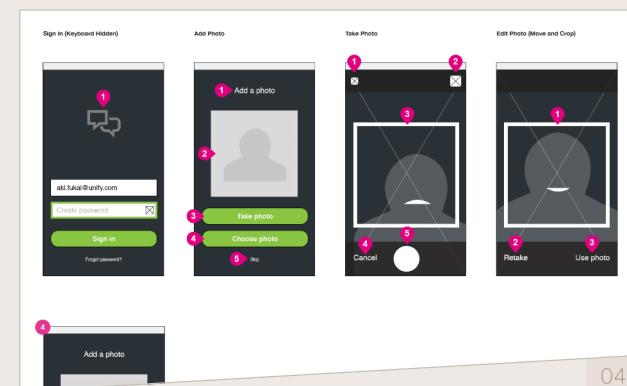
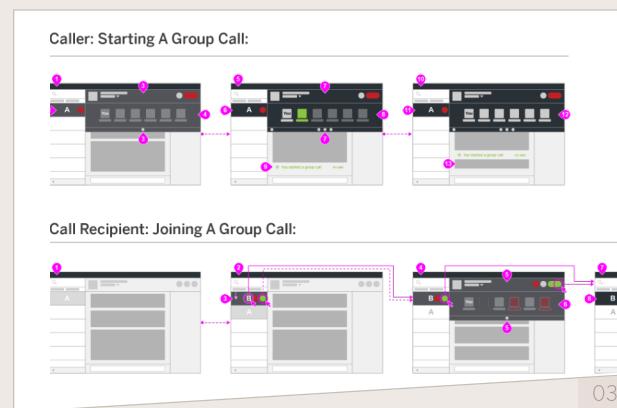
Projectansible.com (Circuit)



02

Project's story: Unify – formerly Siemens Enterprise Communications – in **close partnership** with frog envisioned and defined workforce communication with the **end-user at it's core** to build a **single platform** that works across **multiple devices**.

I helped conceiving and designing the **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 the product owners.



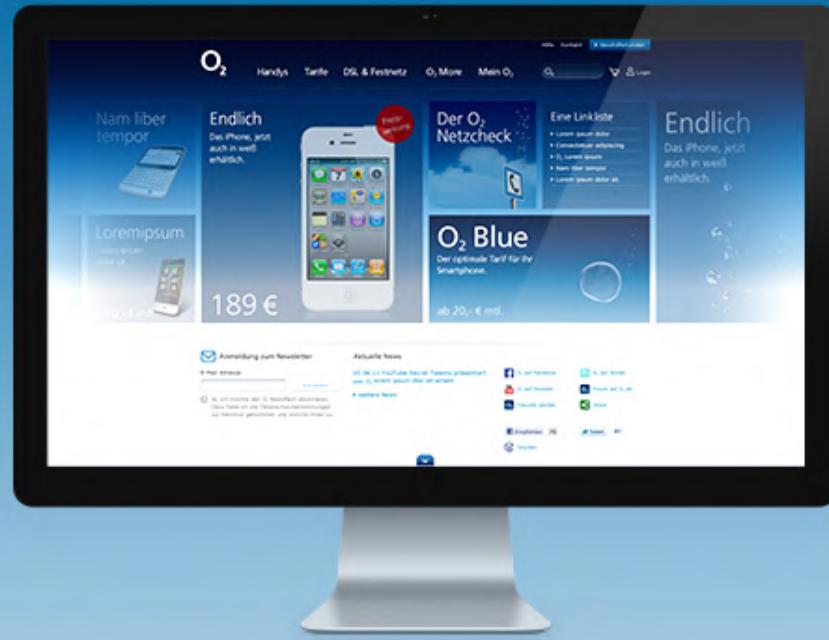
Screens

- 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

O2 Relaunch.

Simplified the shopping flows,
designed a unified and modular teaser concept,
enabled it for Tablet/touch,
aligned it to the brand,
got countless client's sign-offs,
lead art directors and designers,
put it all together in a style guide.



The screenshot shows the O2 consumer portal's mobile phone section. At the top, there's a navigation bar with links for 'Handys', 'Tarife', 'DSL & Festnetz', 'O2 More', 'Mein O2', and a search bar. A red '01' is in the top right corner. The main content features a large image of the HTC Desire S with a 'Preissenkung' (price reduction) badge. To the left, there's a sidebar with links to other phones: Samsung Galaxy S, Palm Pre Plus, Das HTC Desire S, Nokia E7, and Motorola MILESTONE. Below the main image, there's a 'Empfehlung' (recommendation) section with three phones: HTC Wildfire S, Apple iPhone 4 16 GB, and another Apple iPhone 4 16 GB. Each phone has a price (9,99 €), a 'Handy wählen' button, and a 'Stückzahl begrenzt' (quantity limited) note. There's also a 'connect GUT' (Netztest Heft 12/2010) badge. At the bottom, there are four video thumbnails: 'Tipps für Fahrer: Sicher im Auto unterwegs - mit Bluetooth', 'Nie wieder krampfende Hände: Übungen für zwischendurch', 'Magisch: Wie funktioniert der Touchstone beim Palm Pre?', and 'Ihr Smartphone und Sport: Immer dabei, immer geschützt'. The footer contains a newsletter sign-up form, news links, social media icons for Facebook, Twitter, YouTube, and a forum, and sharing options.

O2 Relaunch. The consumer portal and it's e-commerce flows newly conceived and designed – in about four months.

The image contains four screenshots of the O2 consumer portal under the heading '02.de'. 02: Shows a search bar and a 'Handy' section with a 'Preisvorschau' (price preview) for an iPhone 4. 03: Shows a 'Alle Handys' (All phones) page with a grid of various phones and their prices. 04: Shows a detailed view of an 'Apple iPhone 4 16GB' with its price (119 €) and a 'Handy wählen' button. 05: Shows a 'Home' page with a 'Modularer Teaser' (Modular teaser) featuring a large image of an iPhone 4 and a 'Der O2 Netzcheck' (O2 Network Check) section.

Project's story: Starting with conceptual heavy lifting from **shopping flows** via phones and via tariffs, **realignment of the brand** to reworking the different portal sections we talked regularly to our stakeholders in Munich to return with even more tasks on our list.

Visualising the new concepts from the **epicentre** – the shopping flows enabled us to advance in a **fast and efficient pace**.

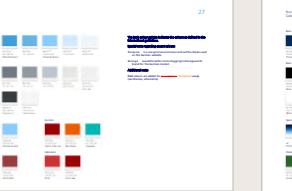
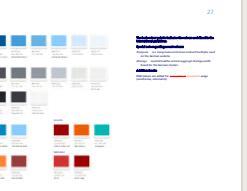
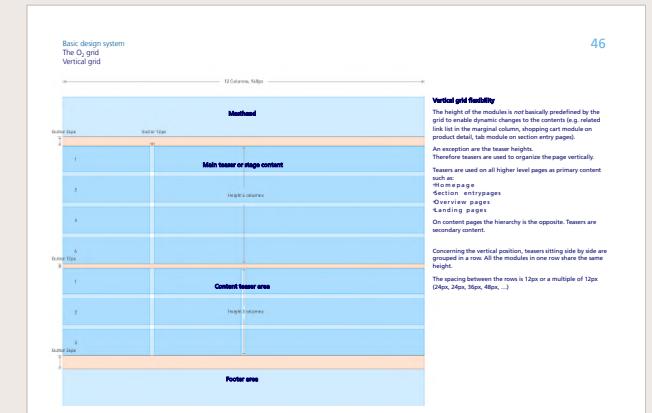
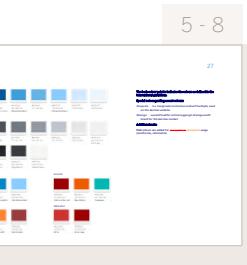
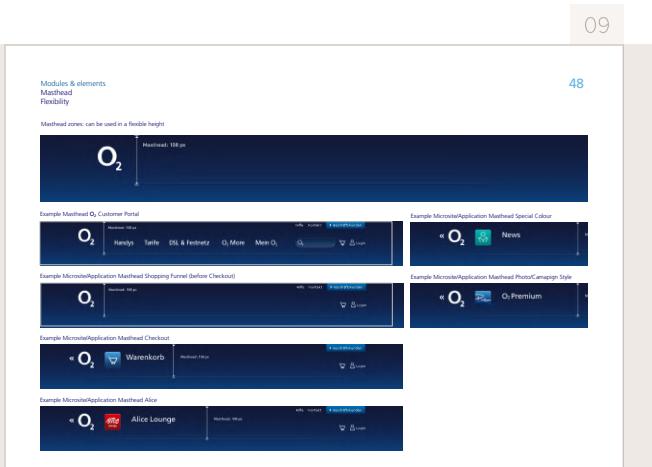
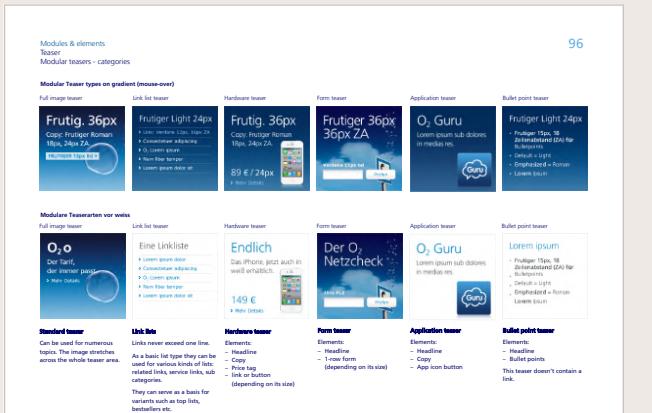
The **modular teaser concept** and the capability to integrate **campaigns** seamlessly at its core allowed for a flexible and vibrant portal. Finally I put it all together in a comprehensive style guide as a living and open document.

Screens

- 01 Phone landing page with panorama teaser
- 02 Home with modular teaser v
- 03 Mobile phone shop catalogue
- 04 Mobile phone detail page

Role: Senior art direction, design lead
Agency: Razorfish

O2 Style Guide. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

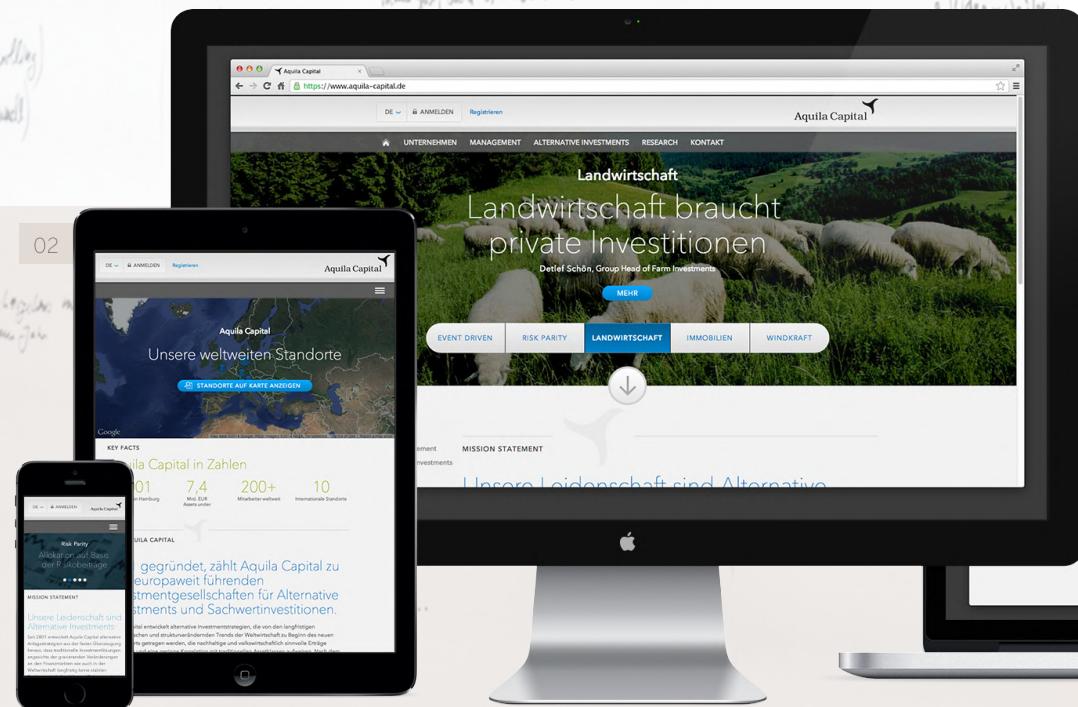
 <p>1</p> <p>Basic visual language & brand assets</p> <p>Visual language</p> <ul style="list-style-type: none"> Brand assets Color Gradient Geography Icons Image palette Image sizes Line art 	 <p>2</p> <p>Basic design system, modules & elements</p> <p>System:</p> <ul style="list-style-type: none"> - Grid User interface elements: <ul style="list-style-type: none"> Logos Messaging Modular grid Links Media block Text Form Buttons Image Image sizes 	 <p>3</p> <p>Consumer portal o2.de / zonline.de</p> <ul style="list-style-type: none"> Page types Modules Grids Modular tables 	 <p>4</p> <p>Applications</p> <ul style="list-style-type: none"> Online Shop Mobile App Product Configuration Order status Login Self Care Customer Status Change Access Forum Communication Center (Email, SNS, MMS) Value Added Services Newsletters 	 <p>42</p> <p>Basic design system The O2 grid Vertical grid</p> <p>"Using one grid across all websites means it's easier to share. That saves time and money."</p> <p>The grid is a quick, simple way to create consistency. Using the grid in your designs creates pages that have a sense of order and encourage intuitive behavior from users. It also means you can create a broad system for a site that's relevant enough to accommodate the different needs in different markets. Pages can be very different, but clearly come from the same brand. The grid also allows markets to share assets quickly, easily and cheaply.</p> <p>International grid (German portal) International grid (UK portal)</p>	 <p>46</p> <p>Basic design system The O2 grid Horizontal grid</p> <p>Vertical grid flexibility:</p> <p>The height of the modules is not basically predefined by the grid to enable dynamic changes to the contents (e.g. related link in the marginal columns, shopping cart module on product pages, or a large image on overview pages). An exception are the teaser heights.</p> <p>Teasers are used on all higher level pages as primary content such as:</p> <ul style="list-style-type: none"> Home page Section entrypages Overview pages Category pages <p>On content pages the hierarchy is the opposite. Teasers are secondary content.</p> <p>Concerning the vertical position, teasers sitting side by side are grouped in a row. All the modules in one row share the same height.</p> <p>The spacing between the rows is 12px or a multiple of 12px (24px, 36px, 48px, ...)</p>	 <p>5 - 8</p> <p>Modular & elements</p> <p>Modular zones can be used in a flexible height</p> <p>Example Modular O2 Customer Portal</p> <p>Example Microsite Application Modular PhotoCampaign Style</p> <p>Example Microsite Application Modular Checkout</p> <p>Example Microsite Application Modular Alice</p>	 <p>48</p> <p>Modular & elements Modular zones</p> <p>Modular zones can be used in a flexible height</p> <p>Example Modular O2 Customer Portal</p> <p>Example Microsite Application Modular PhotoCampaign Style</p> <p>Example Microsite Application Modular Checkout</p> <p>Example Microsite Application Modular Alice</p>	 <p>96</p> <p>Modular & elements Teaser Modular teasers - categories</p> <p>Modular Teaser types on gradient (mouse-over):</p> <ul style="list-style-type: none"> Full image teaser Link list teaser Hardware teaser Form teaser Application teaser Bullet point teaser <p>Modular Teasers vor wiss:</p> <ul style="list-style-type: none"> Endlich Ein Unikat Frutig. 36px Frutig. Light 24px Frutig. Light 24px ZA O2 Guru Der O2 Netzcheck <p>Standard teaser:</p> <ul style="list-style-type: none"> Links never exceed one line. As a basic list type they can be used for numerous topics. The image stretches across the whole teaser area. <p>Link list:</p> <ul style="list-style-type: none"> Elements: <ul style="list-style-type: none"> - Headline - Copy - Price tag - Call to action (depending on its size) <p>Hardware teaser:</p> <ul style="list-style-type: none"> Elements: <ul style="list-style-type: none"> - Headline - Copy - Related links, service links, sub-categories. <p>Form teaser:</p> <ul style="list-style-type: none"> Elements: <ul style="list-style-type: none"> - Headline - Copy - Price tag - Call to action <p>Application teaser:</p> <ul style="list-style-type: none"> Elements: <ul style="list-style-type: none"> - Headline - Copy - Bullet points <p>Bullet point teaser:</p> <ul style="list-style-type: none"> Elements: <ul style="list-style-type: none"> - Headline - Copy - Bullet points
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Images (Style Guide)

- 1-4 Sections
- 5-8 Type, colour, UI
- 09 Header flexibility
- 10 Grid
- 11 Dimensioning
- 12 Modular teasers

Handwritten notes:

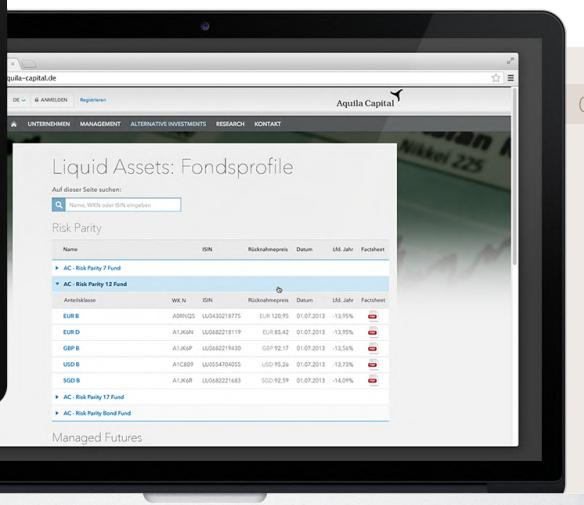
- soll für jede Weltkugel einen entsprechenden Inhalt zu finden, der es für das Thema besser
- Weltkugel soll es im Laufe nachstehender Themen



Aquila Capital Responsive corporate website for alternative investments

aquila-capital.de

03



04

Project's story: Going fully **content first** in **close collaboration** with the client and structuring and linking the complex content upfront allowed for an extremely flexible and **modular approach**.

The **dynamic interlinkage** and content focused navigation enables **logic and fast Screens**

- 01 Mobile: liquid assets overview
- 02 Tablet: about and worldwide locations
- 03 Desktop
- 04 Laptop: liquid assets funds
- 05 Content structure

and explorative user flows from topic overviews down to product details, responsible managers, research articles, videos and location data.

Custom icons for categories and content types and large emotional photography add the spice and app-like feel to this content heavy and growing website.

Technology: Locomotive CMS (Rails)

Role: Concept IA/UX, art direction, UI design
Agency: WowBiz

01

Superbanner 728 x 90 px oder Wallpaper (optional)

Buzz.ly

Top Themen | Mein Konto | Über Buzz.ly | FAQ | Suche nach Themen, Autoren und Tags | suchen

Report: Energiewende, von Michael Hartmann +3

'Altmaier' wird aktuell massiv auf Twitter thematisiert. Bearbeiten

Altmaier Energiepolitik Starkstromstrassen Alle Tags +

Top Post: Focus.de
Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause
Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken.
<http://www.focus.de/politik/deutschland/peter-altmaier-10-punkte-programm-bis-zur-sommerpause-100111111.html>

+101%

Top Posts **Influencers** **Tags** **Verwandte Reports**

31. Mai

Top Posts **Ereignis hinzufügen**

ZON Wirtschaft, @zeitonline_wir 10:55 15k

Jedes Bundesland plant seine eigene #Energiewende und bringt damit das Projekt in Gefahr. <http://t.co/0lkOpvxtrg> http://twitter.com/zeitonline_wir/statuses/20...

zeitonline_all: Hier steht ein Kommentar lorem ...

umweltmonitor (umwelt-monit...) 7:31 380

Vernetztes Land für die Energiewende: Der heute vorgelegte Netzentwicklungsplan soll aufzeigen, wo in den nächsten... <http://t.co/ISUVlm3g> <http://twitter.com/umweltmonitor/statuses/208...>

focus.de

Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause - FOCUS Online
Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken, sagte Altmaier am Donnern...

Amazon Omakase Widget 170 x NNN px

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

N NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic buzz dropped significantly and suffered a substantial drop in YouTube. Full Report

N NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic buzz died completely. Full Report

N NETBREEZE YouTube Redesign 2011 Dear reader, during the last 7 days your topic buzz died completely gained massively on Microblogs. Full Report

Project's story: This was a project like **startup**. On top of a growing social media data mining technology we designed a **strategy** and **look and feel** for a **consumer friendly service**.

A highly dynamic topic summary inviting every one to take part or just lean back and

Wireframes and screens

- 01 High fidelity Paper Prototype (Omnigraffle)
- 02 Social Media Summary E-Mail, Case 1
- 03 Social Media Summary E-Mail, Case 2
- 04 Social Media Summary E-Mail, Case 3

enjoy a new generation of **social news**.

Besides that we re-conceived the Report Summary Mail as dense **summary of significant weekly changes**.

The core part is a **modular sentence** that summarises the story — combined with the most relevant trends in **easily digestible figures**.

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Rossmann Online-Shop.

A completely overhauled and massively improved shopping experience by customer centred design.

- Iterative overall inside-out optimisation
- A baby's world with useful advice
- Thematic worlds
- Discovery search and filtering
- Customer acquisition & loyalty programs
- Single sign on
- And more ...

The screenshot shows a sidebar with various filtering options:

- Beliebte Filter:**
 - Sonderangebote 14
 - Neu im Sortiment 15
 - Rossmann Qualitätsmarken 6
- Marken:**
 - Alete 6
 - babydream 6
 - Bebivita 6
 - FruchtBar 6
 - HiPP 4
- Mehr ...**
 - Auswahl aufheben
- Alter (ab ... Monate):**
 - Alle
 - 2
 - 4
 - 6
 - 8
 - 10
 - 12**
- Online/Filiale:**
 - Exklusiv Online 119
 - Filialangebot 220



The screenshot shows the Rossmann Online-Shop homepage. At the top, there's a navigation bar with links to 'Mein Konto', 'Wunschliste', 'Service & Hilfe', and 'Unternehmen'. A search bar with the placeholder 'Reiniger' is centered, with a 'Suchen' button to its right. Below the search bar, a message says 'Hallo und Willkommen im Rossmann Online-Shop!'. To the right of the search bar, a link 'Warenkorb ist leer' is visible. The main content area features a sidebar with 'Alle Kategorien' (Duft, Gesundheit & Sport, Haushalt & Wohnen, Pflege & Beauty, Baby & Kind, Technik & Multimedia, Wein & Spirituosen, Lebensmittel, Musik & Film) and 'Beliebte Marken' (Alete, babydream, Bebitiva, Fisher Price, Hartung-Spiele, HiPP, Janosch, Lille, Lilliput, Maxi Cosi). The main search results for 'Reiniger' show categories like 'Produkte (164)' and 'Nützliches:' with items like 'Bref Power Hygiene Reiniger' and 'Bref Power Universal Reiniger'. Below this, there are promotional sections for 'Pflege für Sie' (Alete skincare) and 'Baby's Bestes' (HiPP baby products), along with a 'Neu im Shop' section featuring new arrivals from brands like SofLens and Alete.

01

Rossmann Online-Shop: Optimising search, filtering and faceted navigation.

rossmannversand.de

The image displays four versions of the Rossmann search interface, labeled 02 through 04. Version 02 shows a search bar and a dropdown menu for 'Alle Kategorien'. Version 03 shows a more complex search interface with multiple dropdown menus for categories like 'Baby', 'Haushalt & Wohnen', and 'Pflege & Beauty'. Version 04 is a highly refined version with a large search bar, a prominent 'Alle Filter anwenden' button, and a detailed sidebar for facet filtering. A callout bubble highlights the 'Alle Filter anwenden' button, stating: 'Die Produktauswahl und der Suchvorgang kann über alle geöffneten Filtern optimiert werden. Das bedeutet, dass es einfacher ist, das gewünschte Produkt zu finden.' (The product selection and search process can be optimized across all open filters. This means it's easier to find the desired product.)

Project's story: Based on a preceding usability test – and far beyond – we made the vast and diverse product range more accessible and the **search experience** more **intuitive and lightweight**.

Introducing a **suggested search** faceted by term, brand, category bread crumbs and

Screens

- 01 Home with search suggestions
- 02 Search suggestions, dimensioning
- 03 Filtered product list / search result
- 04 Product list / search result, documented

product suggestions allowed for **easy and quick discoverability**.

Redesigning the **filter UI** reached from improving the visibility over better defaults, faster and easier handling and improved look feel.

Technology: FACT-Finder

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Launch: Rossmann corporate portal.

Rossmann quality brands incl. a product finder, a career portal, a baby's world and more.

The image displays three screenshots of the Rossmann corporate portal website, illustrating its various sections and branding.

- Screenshot 1 (Left):** Shows the homepage of the Rossmann FotoShop. It features a sidebar with links like "FotoShop Home", "Fotos", "Foto-Bücher", etc., and a main area with a banner for "Entdecken Sie jetzt Ihre schönsten Momente" and a "Nachhaltigkeit" section.
- Screenshot 2 (Center):** Shows the Rossmann QualityMarken section. It features a banner with a woman holding a laptop displaying the website, and sections for "Rossmann Versand", "Babywelt", "Qualitätsmarken", "Fotowelt", "Unternehmen", and "Karriere".
- Screenshot 3 (Right):** Shows the Rossmann - Der Drogeriemarkt section. It features a banner with a man, and sections for "Unternehmen", "Karriere/Jobs", "Presse", "Babywelt", "Fotowelt", and "Versand".

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

Project's story: To position Rossmann as a quality leader of its branch online its quality brands had to become an integrated part of the corporate site.

Together with WowBiz I crafted a **new concept and design from scratch**. The

portal with the quality brands at its core got a **clear structure**, an appropriate **look and feel** and thoroughly optimised **usability**.

By means of a sensible categorisation, emotional and branded index pages, a **contextual teaser concept** and an **innovative product selector** the client's expectations were not just met but exceeded.

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Screens

- 01 Brand home with product finder
- 02 Product detail
- 03 Quality brands home
- 04 Category (baby & child) home

My Mercedes. Personalisation of the Mercedes-Benz passenger cars next generation website.

mercedes-benz.de/mein-mercedes

01: Home page featuring a large image of a Mercedes-Benz SLR and links for Neufahrzeuge, Gebrauchtfahrzeuge, Produkte & Services, Finanzdienstleistungen, Großkunden, Merke & Aktivitäten, and MyMercedes.

02: Premium content landing page titled "Willkommen bei MyMercedes" with a login form and a "Gated Tour starten" button.

03: Magazine-style page titled "Faszination Mercedes" showing a car on a road at night.

04: Home page for logged-in user "Herr Mustermann" showing personalized recommendations and a list of saved vehicles.

05: "Meine gespeicherten Fahrzeuge" (Saved Vehicles) page listing various Mercedes-Benz models with their details and configuration options.

06: "Mein Profil" (My Profile) page for "Maximilian Mustermann" showing personal information fields and account settings.

Screens

- 01 My Mercedes home, teaser page (concept)
- 02 Premium content landing page (concept)
- 03 Mercedes magazine (concept)

- 04 My Mercedes home, logged in (concept)
- 05 Saved vehicles
- 06 Editing personal profile

Particularly Mercedes-Benz car owners can profit from premium content and individual services. The personalised user experience is focused on an enhancement of the online sales process, the customer loyalty and the customer service.

Role: Art direction, user interface design | **Agency:** Nolte & Lauth