

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.



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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

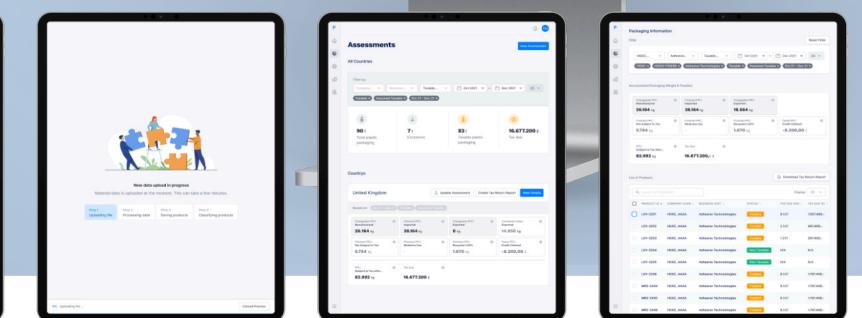
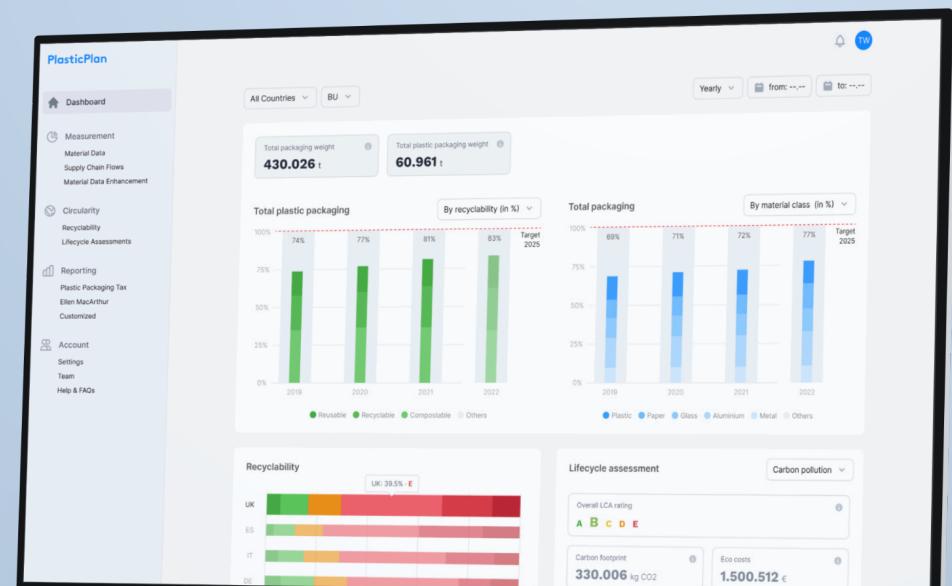
Impact: SDG 12 (responsible consumption and production), SDG 13 (climate action), (SDG 14, 9)

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

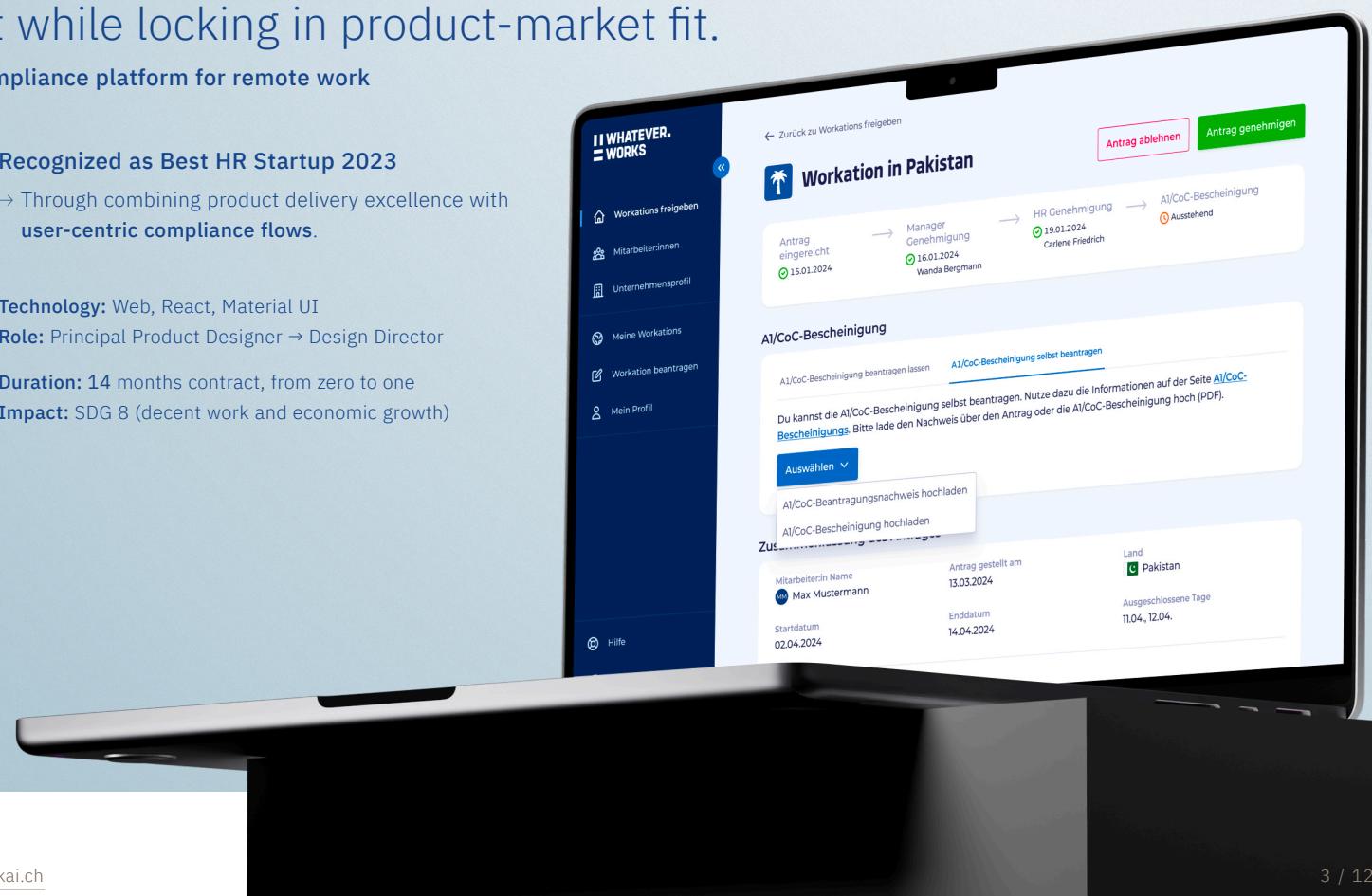
- Through combining product delivery excellence with user-centric compliance flows.

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.

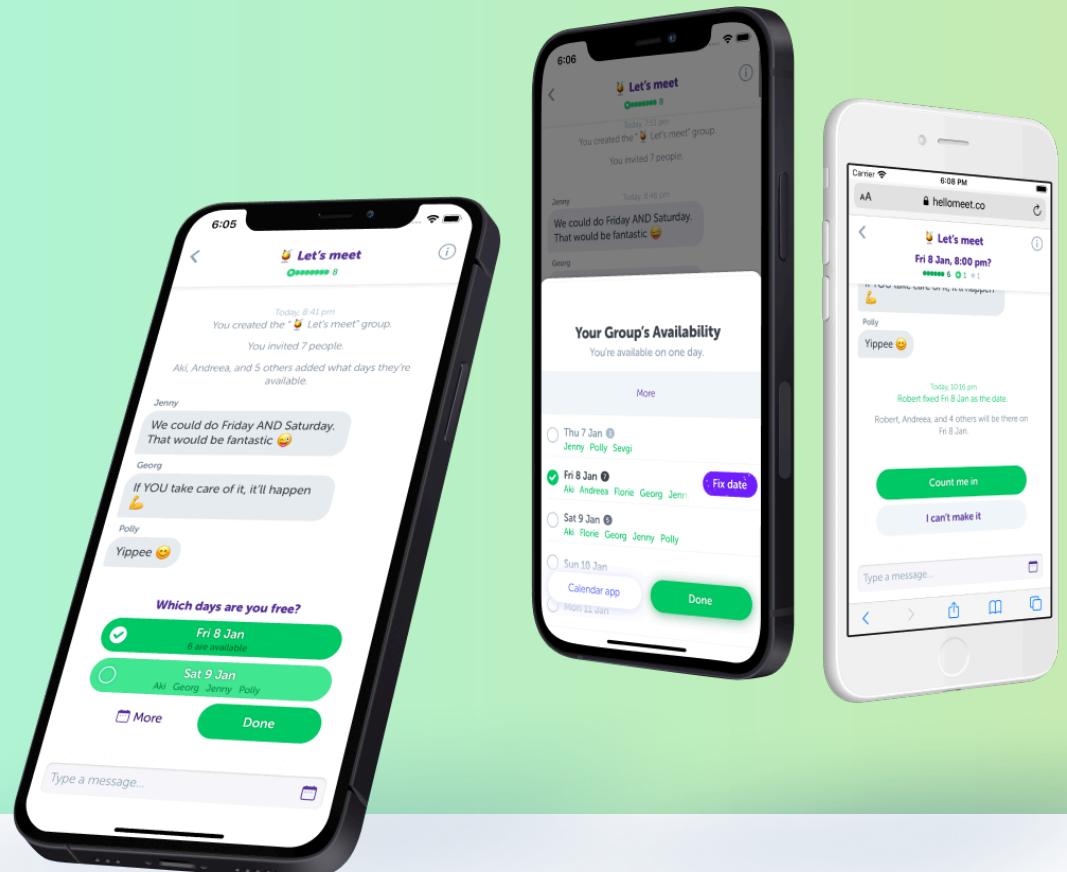
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- 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.

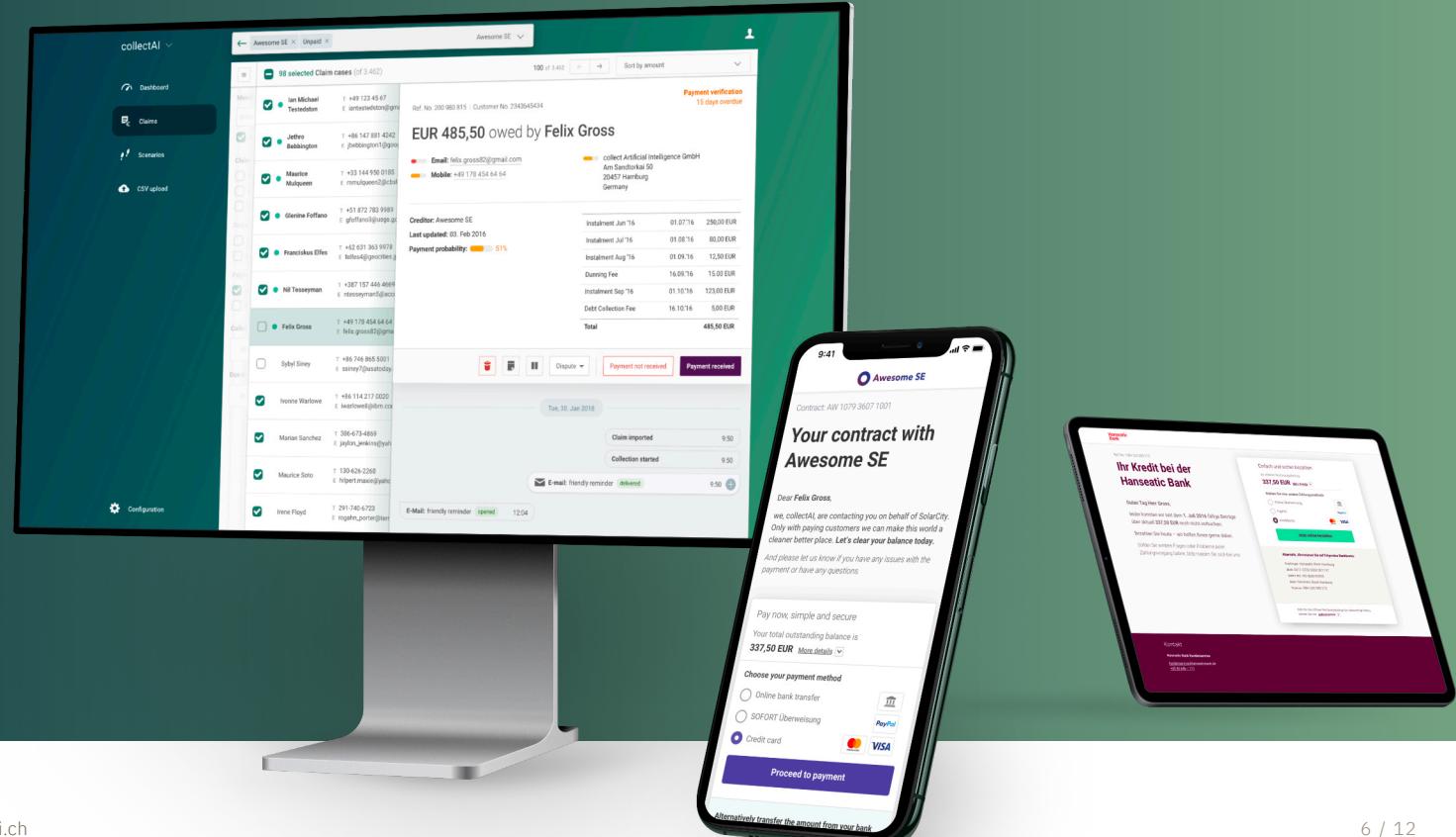
Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- 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

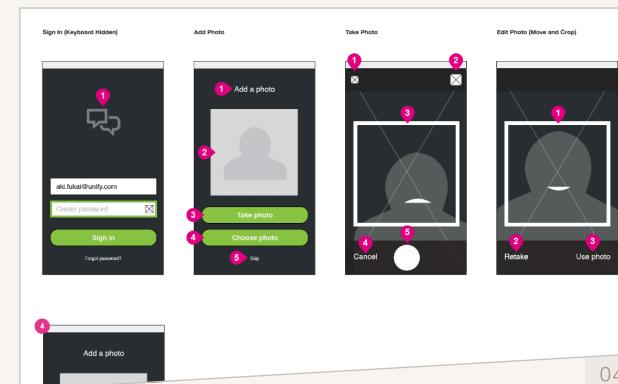
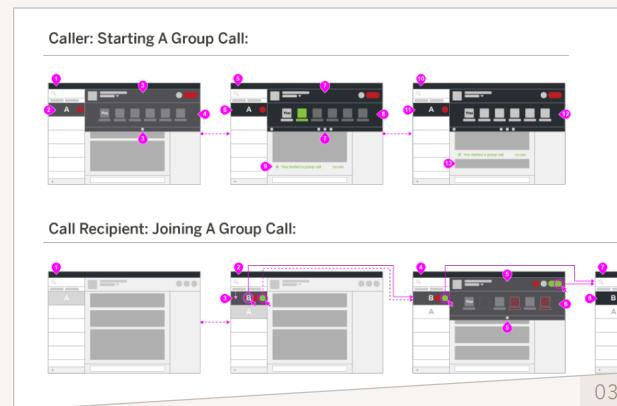
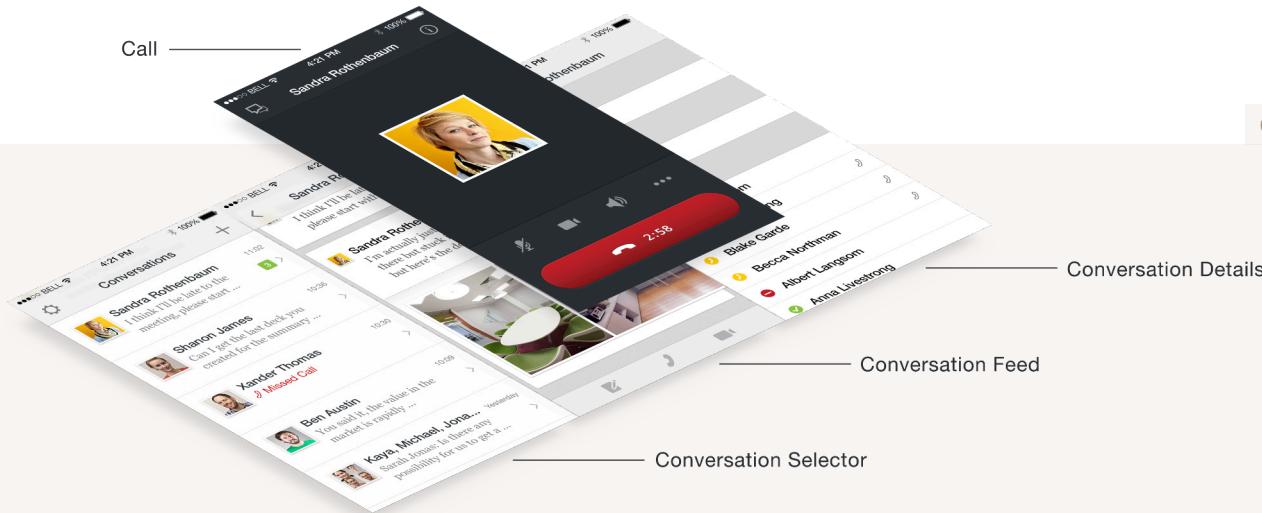


01

Unify Project Ansible.

Making work more productive, connected and human centered.

Projectansible.com (Circuit)

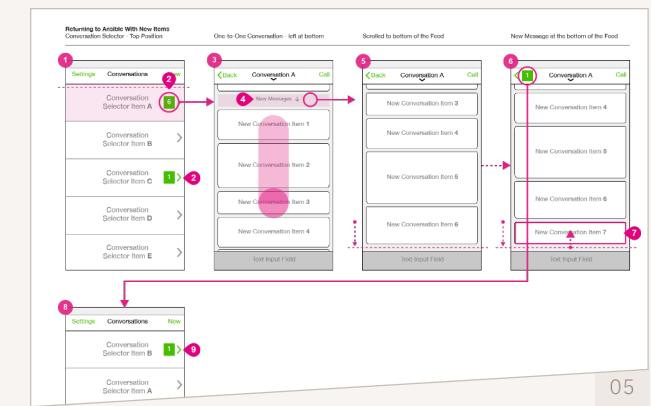
**Screens**

- 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.



Role: Senior Interaction Designer
Agency: frog design

O2 Relaunch.

- **Created** the design to win this challenging account
- **Lead** art directors and designers
- **Consulted** on IA and UX
- **Simplified** complex tariff/device shopping flows
- **Designed** a unified and modular teaser concept
- **Optimized** for Tablet/touch
- **Aligned** to the brand
- **Documented** the UX in a style guide

What: Web Portal, eCommerce Platform

Role: Senior Art Director, Design & Concept Lead

Duration: 5 months contract



01

Hilfe Kontakt > Geschäftskunden

Handys Tarife DSL & Festnetz O2 More Mein O2

Search bar and Login button.

HTC Desire S
Schnelles Surfen im Internet, höhere Kameraauflösung, schlankes Design.
Preissenkung

Samsung Galaxy S
Erlebe die Power von Android.

Palm Pre Plus
Mit dem revolutionären WebOS.

Das HTC Desire S
Neu im O2 Shop

Nokia E7
Vollmetall Body und 8MP Cam.

Motorola MILESTONE

Chat Hotline o2 Shops

Empfehlung Neu Best Seller

- HTC Wildfire S Preis gilt mit Tarifempfehlung O2 Blue 100 9,99 € Handy wählen
- Apple iPhone 4 16 GB Preis gilt mit Tarifempfehlung O2 Blue 100 119 € Stückzahl begrenzt Handy wählen
- Apple iPhone 4 16 GB Preis gilt mit Tarifempfehlung O2 Blue 100 119 € Handy wählen

Online Vorteile

- Bis 25.6.2011 25,- Anschlussgebühr sparen
- Top Handys ab 0,-
- 14 Tage Rückgaberecht
- Sichere Zahlung

connect GUT Netztest Heft 12/2010

Videos

- Tipps für Fahrer: Sicher im Auto unterwegs - mit Bluetooth
- Nie wieder krampfende Hände: Übungen für zwischendurch
- Magisch: Wie funktioniert der Touchstone beim Palm Pre?
- Ihr Smartphone und Sport: Immer dabei, immer geschützt

O2 > Handys > iPhone

Anmeldung zum Newsletter Aktuelle News O2 for you

E-Mail Adresse Anmelden

Ja, ich möchte den O2 Newsflash abonnieren. Dazu habe ich die Datenschutzbestimmungen zur Kenntnis genommen und stimme ihnen zu.

10.06.11 YouTube Secret Talents präsentiert von O2 lorem ipsum dolor sit amant weitere News

Facebook auf Twitter Forum auf O2.de Freunde werden Share

Empfehlen 79 Tweet 41

O2 Relaunch. The consumer portal and it's e-commerce flows newly conceived and designed from ground up.

02.de

02

03

04

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.

Screens

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

Visualizing the new concepts from the **epicenter** – 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.

Role: Senior Art Direction, Design Lead

Agency: Razorfish

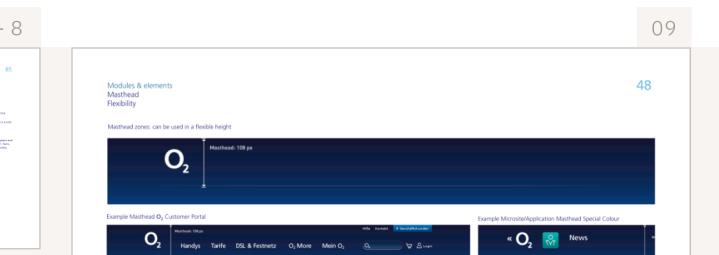
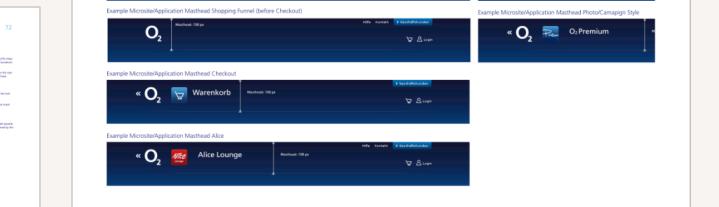
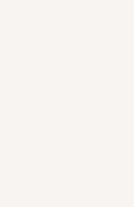
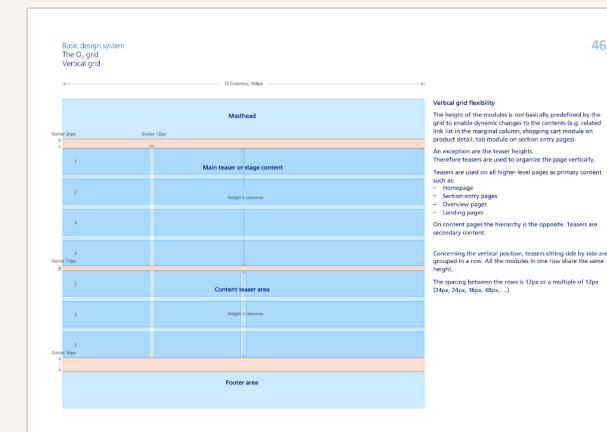
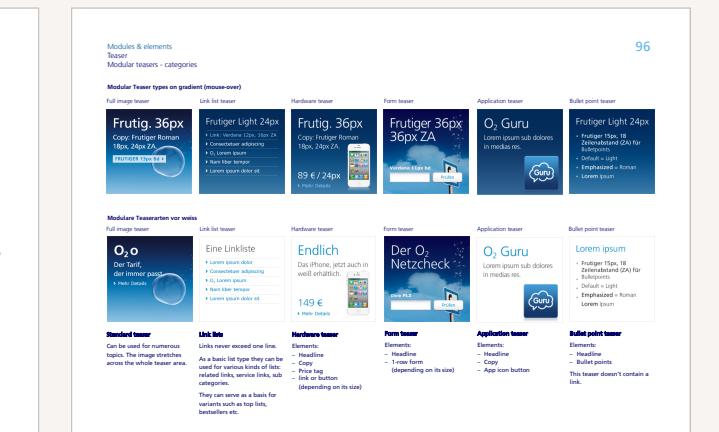
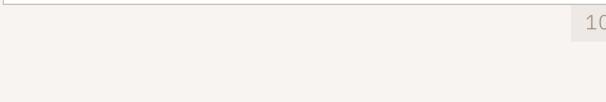
Duration: 5 months contract

O2 Brand Design Guidelines. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

Brand Style Guide

- 1-4 Sections
- 5-8 Type, color, UI
- 09 Flexible headers

- 10 Grid
- 11 Dimensioning
- 12 Modular teasers

Basic visual language & brand assets 	Basic design system, modules & elements 	1 - 4 	5 - 8 	09 
Consumer portal o2.de / zomline.de 	Applications 			48 
3 	4 	42 	46 	96 
10 	11 	12 		

“Using one grid across all websites means it’s easier to share. That saves time and money.”

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 flexible enough to accommodate the different needs in different markets. Pages can look very different, but clearly come from the same brand. The grid also allows markets to share assets quickly, easily and cheaply.

Basic design system
The O2 grid

Vertical grid flexibility:
The height of the rows is not basically predefined by the grid to enable dynamic changes to the contents (e.g. related links, footer, etc.). This applies to the main module on product detail, tab module or section entry pages. An exception are the teaser heights.

Teasers are used on all higher-level pages as primary content such as:
- Home
- Category
- Section entry pages
- Overview pages
- Landing pages

On content pages the hierarchy is the opposite. Teasers are secondary content.

Concerning the vertical position, teasers sitting side by side are grouped in a row. All the modules in one row share the same height.

The spacing between the rows is 10px or a multiple of 10px (24px, 36px, 48px, ...)

Modular Teasers vor weiß

Standard teaser
Can be used for numerous topics. The image stretches across the whole teaser area.

Link list
Links never exceed one line. As a basic list type they can be used for news, events, offers, related links, service links, sub-categories.

Hardware teaser
Elements:

- Headline
- Copy
- Price tag
- Call to action (depending on its size)

Form teaser
Elements:

- Headline
- Copy
- Form

Application teaser
Elements:

- Headline
- Copy
- Bullet points

This teaser doesn't contain a link.

Bullet point teaser
Elements:

- Headline
- Copy

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References: Freelance, Contract & Interim

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Mobility and availability		Nationality Swiss citizen Location and time zones Hamburg, Berlin, Zurich (hybrid) · EST to GST (remote)		
References		Clients I have worked with academics (Die Zeit, Forschung & Lehre) Audi Beiersdorf (Eucerin) collectAI (Liquid Labs/Otto Group) CTS Eventim Daimler/Mercedes-Benz enfore AG Agencies I have worked with D-LABS DDD Design Experience One EYELABEL Digital Communication Freiland Netzlösungen frog design Häberlein & Mauerer Interone	Henkel (PlasticPlan Venture) Immonet (Axel Springer) JobRad (whatever.works Venture) Liebeskind Berlin Netbreeze (acquired by Microsoft) receeve Rossmann MVPF Technologies Neue Digitale/Razorfish Nolte & Lauth precious design studio Sturm und Drang, Innovation Insights superReal (now Dept) Tempodome (SinnerSchrader Studios leadership)	SAP SE Swiss Federal Railways SBB Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
Studies		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.		
Languages		German Native tongue English Full professional proficiency in speaking and writing French Intermediate level (B1) Japanese & isiZulu Beginner level		