

AKI FUKAI

Portfolio June 2022

More current work and prototypes on request

Current Roles

Lead product designer,
concept developer &
UX consultant

I'm excited to take on any
challenge your team may have.

Let's talk and see how we can
push the limits together.



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W <https://fukai.ch>

Profile

Credo: Focus on the **human experience** and **joy of use**, serving a purpose on a **systems level**. Preferring to work informally **across disciplines as equals** – with peers and clients, together driving the **strategic decisions** and **tradeoffs**, based on current **insights and learnings** – and especially interested in climate action and **regenerative design**.

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, agile, product driven thinking & practice, product discovery, user & customer journeys, 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, Asana, Basecamp, JIRA etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

Experience: Over 14 years of product driven design practice. Many years of agency, consultancy and most recently over 6 years of startup and product building experience.

AKI FUKAI

Professional Experience + Education

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Personal data	Nationality Marital status	Swiss Married		
References	Clients I have worked for and with 2008 - today 1997 - 2007	academics (Die Zeit, Forschung & Lehre) Audi Baden-Württemberg Ministry of State Beiersdorf (Eucerin) BMW (bmw.com) collectAI (Liquid Labs / Otto Group) CTS Eventim	Daimler / Mercedes-Benz enfore AG Henkel (PlasticPlan with MVP Technologies) Immonet (Axel Springer) Klinikum Südstadt Rostock Netbreeze (acquired by Microsoft) receeve	Rossmann SAP SE Swiss Federal Railways SBB Siemens Medical Solutions Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
	Agencies I have worked with 2008 - today 1997 - 2007	D-LABS DDD Design Experience One Eyelabel Digital Communication Fork Unstable Media Freiland Netzlösungen frog design Häberlein & Mauerer	Interone Jung von Matt/next Kabel New Media AG (BMW Unit) MVPF Technologies Neue Digitale / Razorfish Nolte & Lauth OgilvyInteractive Plan.Net	precious design studio SpiritLink Sturm und Drang, Innovation Insights superReal (now Dept) TEMPODOME WowBiz
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 basic knowledge		

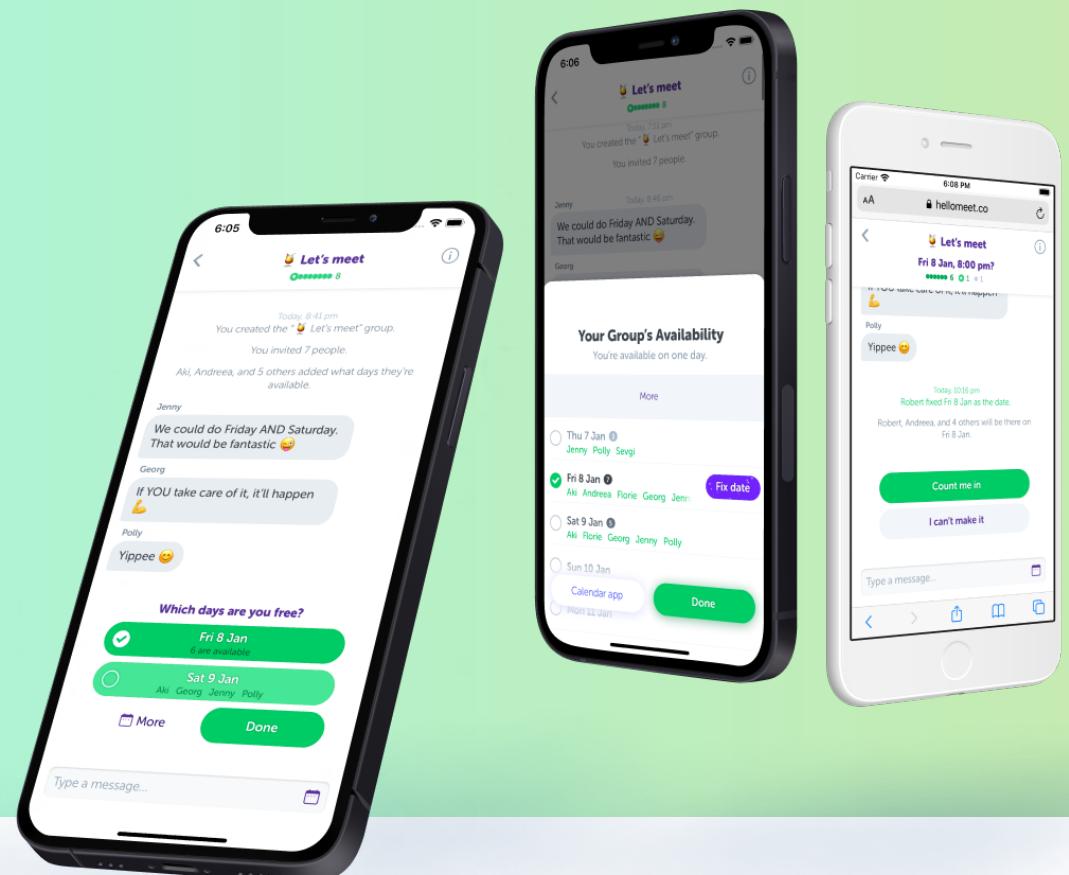
Hello Meet: Finding time together made simple. Finally.

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 feature concept and development
- 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



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
- Extension of the design system

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

Role: Senior product designer



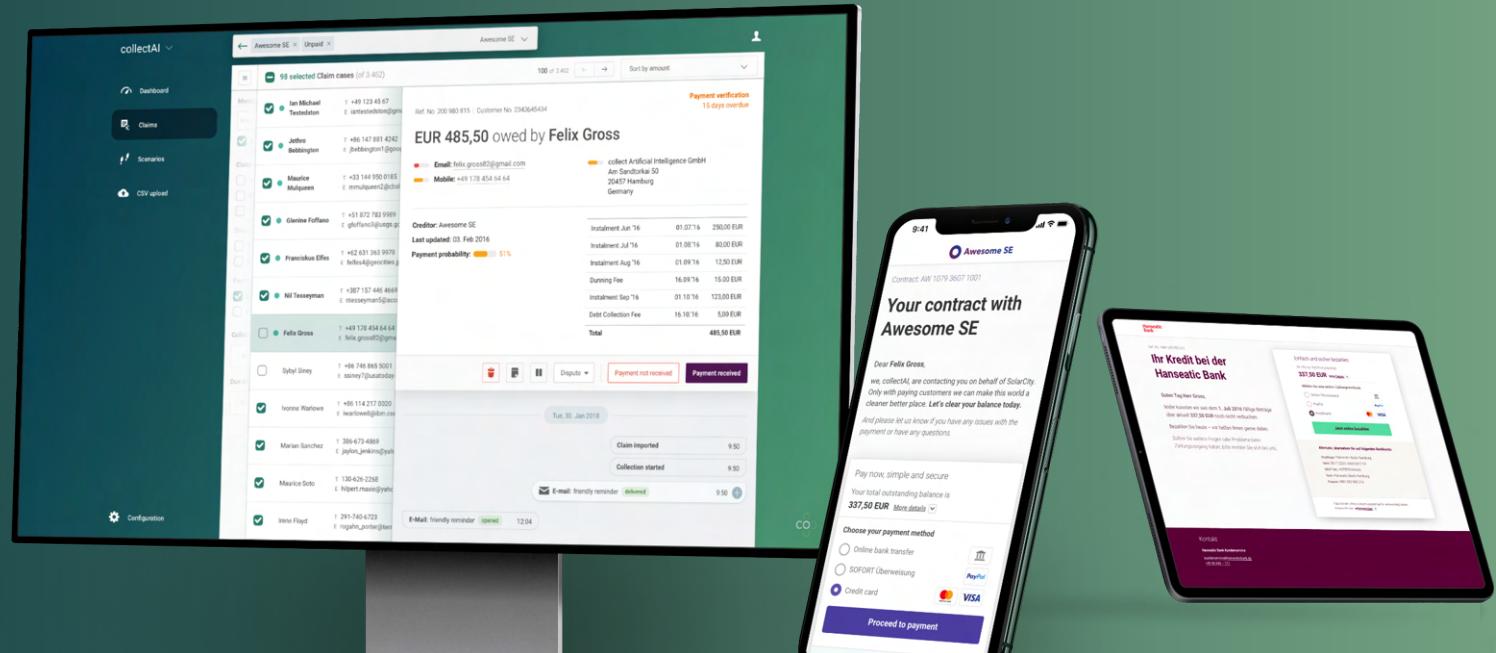
Receivables redefined, customer centric & data informed – collectAI.

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

- Next generation claim management platform
- Mobile first white label payment option flows
- Design system/ops of one
- Hackathon (AI-powered financial forecast)

Technology: mobile first responsive web/email, React

Role: Senior product designer



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.

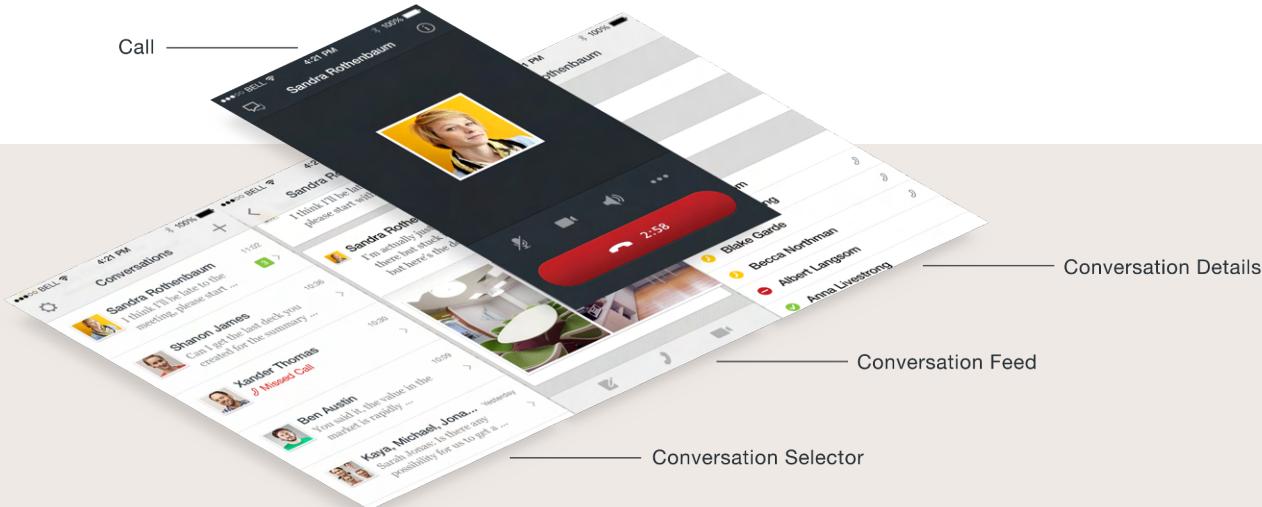


01

Unify Project Ansible.

Making work more productive, connected and human centred.

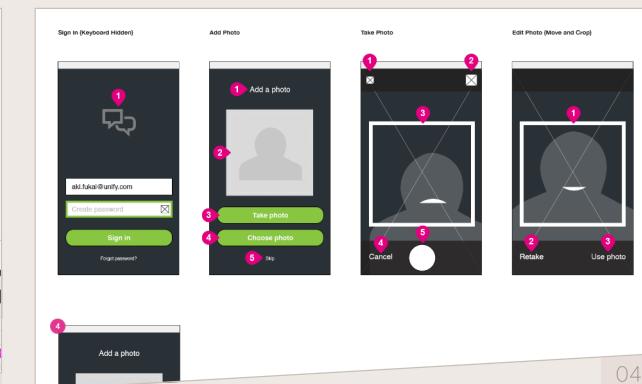
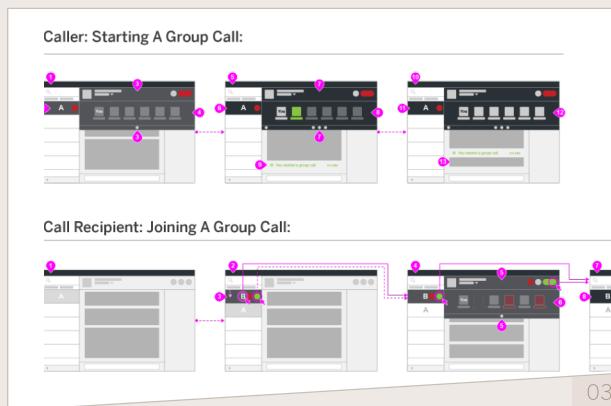
Projectansible.com (Circuit)



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.

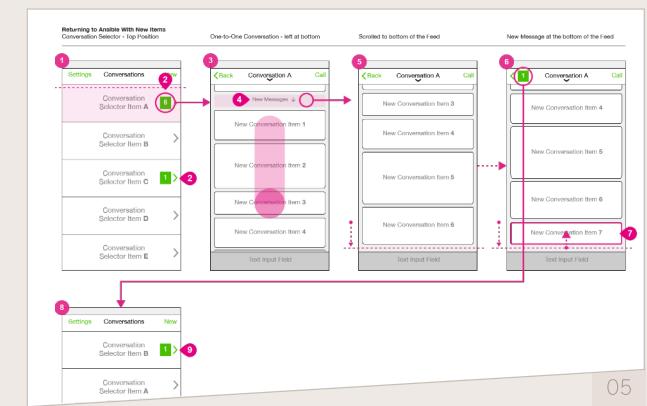


03

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

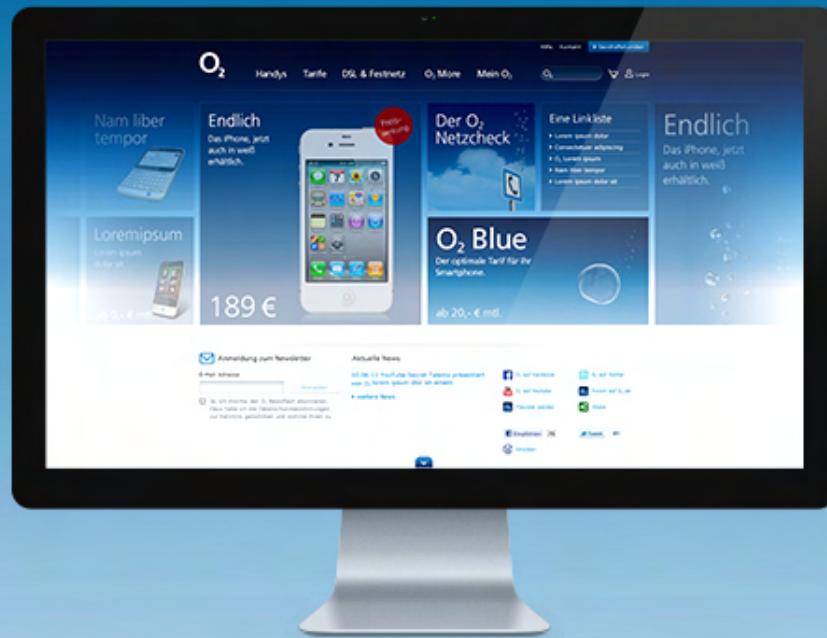


05

Role: Senior interaction design
Agency: frog design

O2 Relaunch.

- Helped winning and keeping a challenging client
- 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.



01

02

03

04

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

o2.de

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

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.

Role: Senior art direction, design lead
Agency: Razorfish

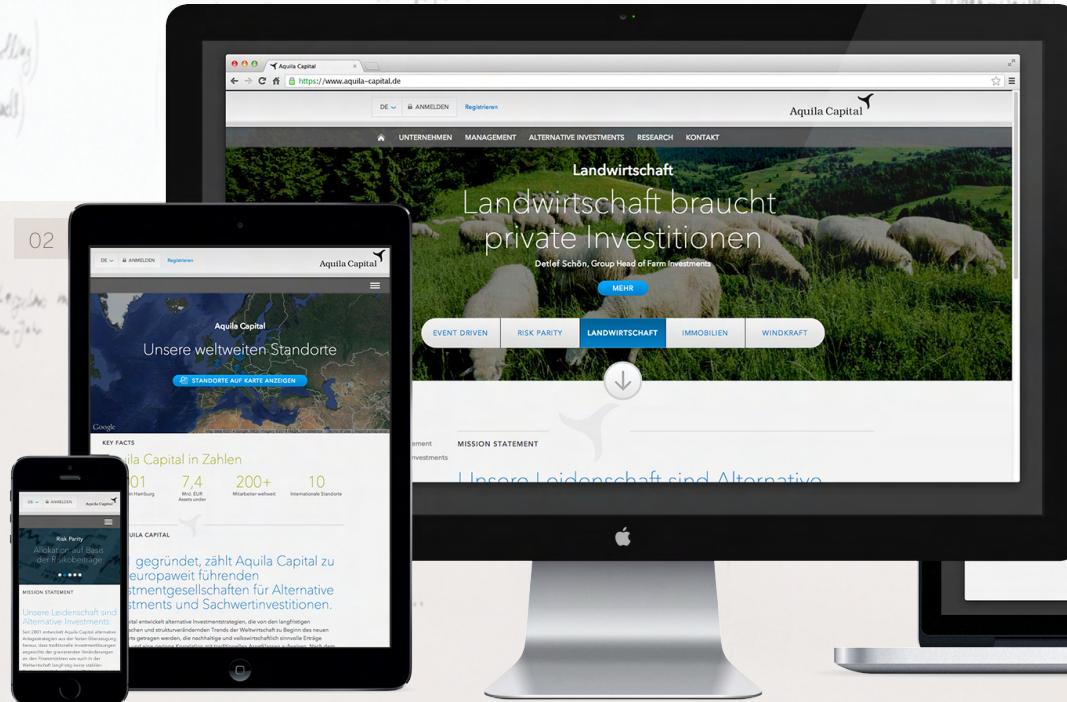
O2 Style Guide. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

<p>1</p> <p>Basic visual language & brand assets</p> <p>Visual language</p> <ul style="list-style-type: none"> Brand assets Logo Gradient Color palette Geography Icons Color palette Font families Size and scale 	<p>2</p> <p>Basic design system, modules & elements</p> <p>System</p> <ul style="list-style-type: none"> User interface elements: Backgrounds Neumorphism Modular grid and footer Icons Section headers Text styles Buttons Form fields Link styles 	<p>3</p> <p>Consumer portal o2.de / zonline.de</p> <p>Page types:</p> <ul style="list-style-type: none"> Modular Modular Tables 	<p>4</p> <p>Applications</p> <p>Online Shop</p> <ul style="list-style-type: none"> Product search Product Configuration Order Management Login <p>Forum</p> <p>Communication Center (Email, SMS, MMS)</p> <p>Value Added Services</p> <p>Newsletters</p>	<p>5 - 8</p> <p>Module teasers</p> <p>Basic grid</p> <p>Vertical grid</p>	<p>9</p> <p>Modules & elements</p> <p>Modular flexibility</p> <p>Example: O2 Customer Portal</p> <p>Example: Microsite Application Modular Special Colour</p> <p>Example: Microsite Application Modular Shopping Funnel (before Checkout)</p> <p>Example: Microsite Application Modular Checkout</p> <p>Example: Microsite Application Modular Alice</p>
<p>10</p> <p>Basic design system</p> <p>The O2 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 works throughout the world, with the same details in different markets. Pages can look and feel 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>11</p> <p>Basic design system</p> <p>The O2 grid</p> <p>Vertical grid</p> <p>Method</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, etc.) or to adapt to other entry pages. An exception are the teaser heights.</p> <p>Therefore teasers are used to organize the page vertically. Teasers are on all higher level pages as primary content such as: Home page, Category pages, Overview pages, Landing pages.</p> <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 (48px, 24px, 36px, 48px, ...)</p> <p>Content teaser area</p> <p>Footer area</p>	<p>12</p> <p>Modular & elements</p> <p>Teaser</p> <p>Modular teasers - categories</p> <p>Modular Teaser types on gradient (mouse-over)</p> <p>Full image teaser</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p>Modular Teasers vor weiss</p> <p>Link list teaser</p> <p>Hardware teaser</p> <p>Form teaser</p> <p>Application teaser</p> <p>Bullet point teaser</p> <p>Standard teaser</p> <p>Links never exceed one line.</p> <p>As a basic list type they can be used for numerous topics. The image stretches across the whole teaser area.</p> <p>They can also serve as a basis for variants such as top lists, bestsellers etc.</p> <p>Link list</p> <p>Elements:</p> <ul style="list-style-type: none"> - Readline - Copy - Price tag - Call to action (depending on its size) <p>Hardware teaser</p> <p>Elements:</p> <ul style="list-style-type: none"> - Readline - Copy - Price tag - Call to action (depending on its size) <p>Form teaser</p> <p>Elements:</p> <ul style="list-style-type: none"> - Readline - Copy - 1-row form (depending on its size) - App icon button <p>Application teaser</p> <p>Elements:</p> <ul style="list-style-type: none"> - Readline - Bullet points <p>This teaser doesn't contain a link.</p>			

Images (Style Guide)

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

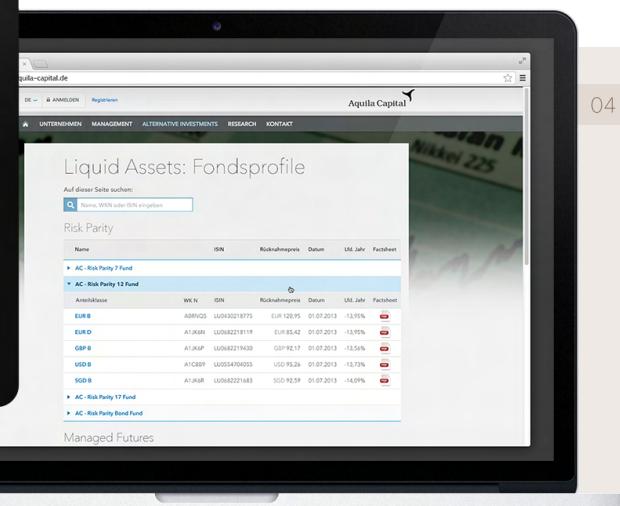
Was ist ein Content First Design?
 Was ist ein responsive Design?
 Was ist ein Content First responsive Design?



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**

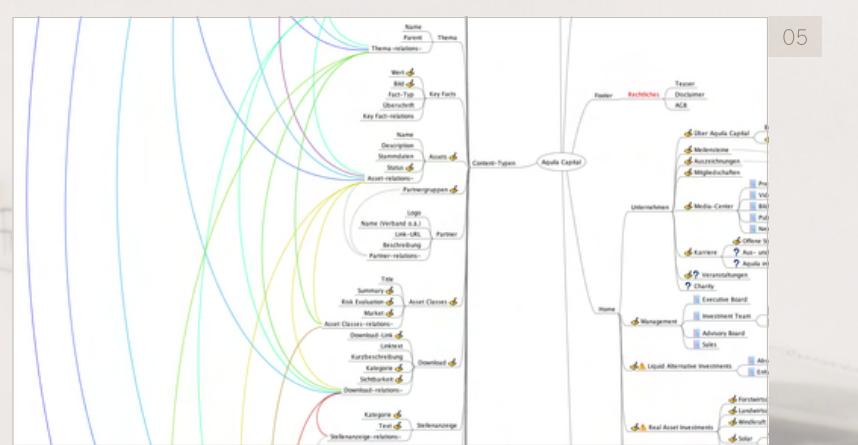
- 01 Mobile: liquid assets overview
- 02 Tablet: about and worldwide locations
- 03 Desktop
- 04 Laptop: liquid assets funds
- 05 Content structure

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%

Data Summary: Hier steht z.B. etwas zu Channel Ranking oder signifikantester Veränderung

Top Posts Influencers Tags Verwandte Reports

31. Mai 10:55 15k ZON Wirtschaft, @zeitonline_wir 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 ...) Vernetzt Land für die Energiewende: Der heute vorgelegte Netzentwicklungsplan soll aufzeigen, wo in den nächst... <http://t.co/ISUVlm3g> <http://twitter.com/umweltmonitor/statuses/208...>

7:31 380 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 Donnerns...

Ereignis hinzufügen

Conversation Box:

- User Lorem A
- User B
- User Cum C
- User dolor sit D
- User E

Amazon Omakase Widget 170 x NNN px

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

02

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

Decreasing Buzz
Decreasing Buzz over the last 7 days

Microblogs Lead	Microblogs Change
51% Microblogs ↓ 15% down	-32% Microblogs ↓ -13% down in YouTube

Microblogs Lead
Microblogs Change

Watch out: YouTube change in audience

Decreasing Buzz
Decreasing Buzz over the last 7 days

All channels	Watch out: Microblogs change in audience
-100% All channels ↓ 2-14 days total	-100% -2-14 days on microblogs

All channels
Watch out: Microblogs change in audience

Full Report

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

The Topic is Dead
The Topic is Dead over the last 7 days

Microblogs Lead	Microblogs Change
100% Microblogs ↓ 100% down	-100% Microblogs ↓ -100% down

Microblogs Lead
Microblogs Change

Watch out: Microblogs change in audience

Decreasing Buzz
Decreasing Buzz over the last 7 days

All channels	Watch out: Microblogs change in audience
-100% All channels ↓ 2-14 days total	-100% -2-14 days on microblogs

All channels
Watch out: Microblogs change in audience

Full Report

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

The Topic is Dead
The Topic is Dead over the last 7 days

Microblogs Lead	Microblogs Change
100% Microblogs ↓ 100% down	+15% Microblogs ↓ +200% down

Microblogs Lead
Microblogs Change

Watch out: Microblogs change in audience

Decreasing Buzz
Decreasing Buzz over the last 7 days

All channels	Watch out: Microblogs change in audience
-100% All channels ↓ 2-14 days total	+15% All channels ↓ +200% down

All channels
Watch out: Microblogs change in audience

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:

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



01

Hallo und Willkommen im Rossmann Online-Shop! Mein Konto Wunschliste Service & Hilfe Unternehmen

Suchbegriffe:

- Allzweck Reiniger (11)
- Bad Reiniger (29)
- Fussboden Reiniger (29)
- Küchen Reiniger (4)

Produkte (164):

- Bref Power Hygiene Reiniger ab 2,49 €
- Bref Power Universal Reiniger ab 2,49 €
- Bref Power Universal Reiniger ab 1,69 €

Nützliches:

- Newsletter**: Aktuelles, Tipps & Schnäppchen
- Ihre E-Mail Adresse: Anmelden

Fragen?: Live-Chat 7:00 bis 19:00 Uhr

Aktueller Prospekt: Online blättern

Partner-Angebote:

Schwarzkopf Professional Hair Care for You NEU:

Neu im Shop:

- Belina gaming book mit Windows Vista Premium - 5,019,99 € Ausverkauft
- SofLens Monatsslinsen 59, 6 Stück, Sofort versandfertig 29,50 € zgl. Pfand
- Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 150 g, Sofort versandfertig 1,35 € zgl. Fracht

Sauber, sauber!: Reinigen und pflegen in Küche, Bad & WC

Neu im Shop:

- Belina gaming book mit Windows Vista Premium - 5,019,99 € Ausverkauft
- SofLens Monatsslinsen 59, 6 Stück, Sofort versandfertig 29,50 € zgl. Pfand
- Alete Bio- Früh- Karotten allergiebewusst, glutenfrei, ..., 150 g, Sofort versandfertig 1,35 € zgl. Fracht

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

rossmannversand.de

02

03

04

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 homepage, illustrating the integration of various business units:

- FotoShop:** Shows sections for FotoShop Home, Fotos, Foto-Bücher, Foto-Kalender, Foto-Leinwände, Poster, Foto-Geschenke, Services, Preiseliste, AGBs, and Foto-Software Download.
- Rossmann Quality Brands:** Features a banner with a woman holding a laptop displaying the Rossmann website. It includes sections for CERRUS, ALATOPHARMA, baby@welt, ROSSMANN VERSAND, and FOTO@WELT.
- Corporate News:** Displays news items such as "800 Auszubildende bei Rossmann", "Neue Auslandsgeellschaft", and "Karriere bei Rossmann". It also features a photo of Dirk Rossmann, CEO, and a quote from him.

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 and child) home

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

mercedes-benz.de/mein-mercedes

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

Screens

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

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