

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.

View responsive prototypes: [Dashboard desktop](#)[Dashboard mobile](#)[Complete flow](#)

PlasticPlan: Making Plastic packaging sustainable, AI-powered, zero to one.

Worked as Principal Designer with CPO and Tech Lead to build the first version of a much bigger idea.

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.

Enterprise Impact and Validation

- Secured LoI from Landbell, Bahlsen, and Melitta
- UX/UI design enabled up to 80% AI-driven reduction in plastic tax reporting costs
- Data Scale: 236M+ data points processed, 800K+ packaging comp., 160K+ products classified

Role: Principal Product Designer

Duration: 6 months contract, from zero to ready to scale

Technology: Web, Vue.js, Tailwind

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.



[View prototype:](#)  Claim management flow

Receivables redefined, customer centric & data informed – collectAI.

Led the UX as the founding product designer simplifying collections end-to-end, with a data informed and adaptive payment journeys.

Designed and helped shipping from scratch

- Next generation **claim management platform**
- Mobile first modular end customer facing **white label payment journeys**
- Established **design system/ops** as a team of one
- **Hackathon** (AI-powered financial forecast tool)

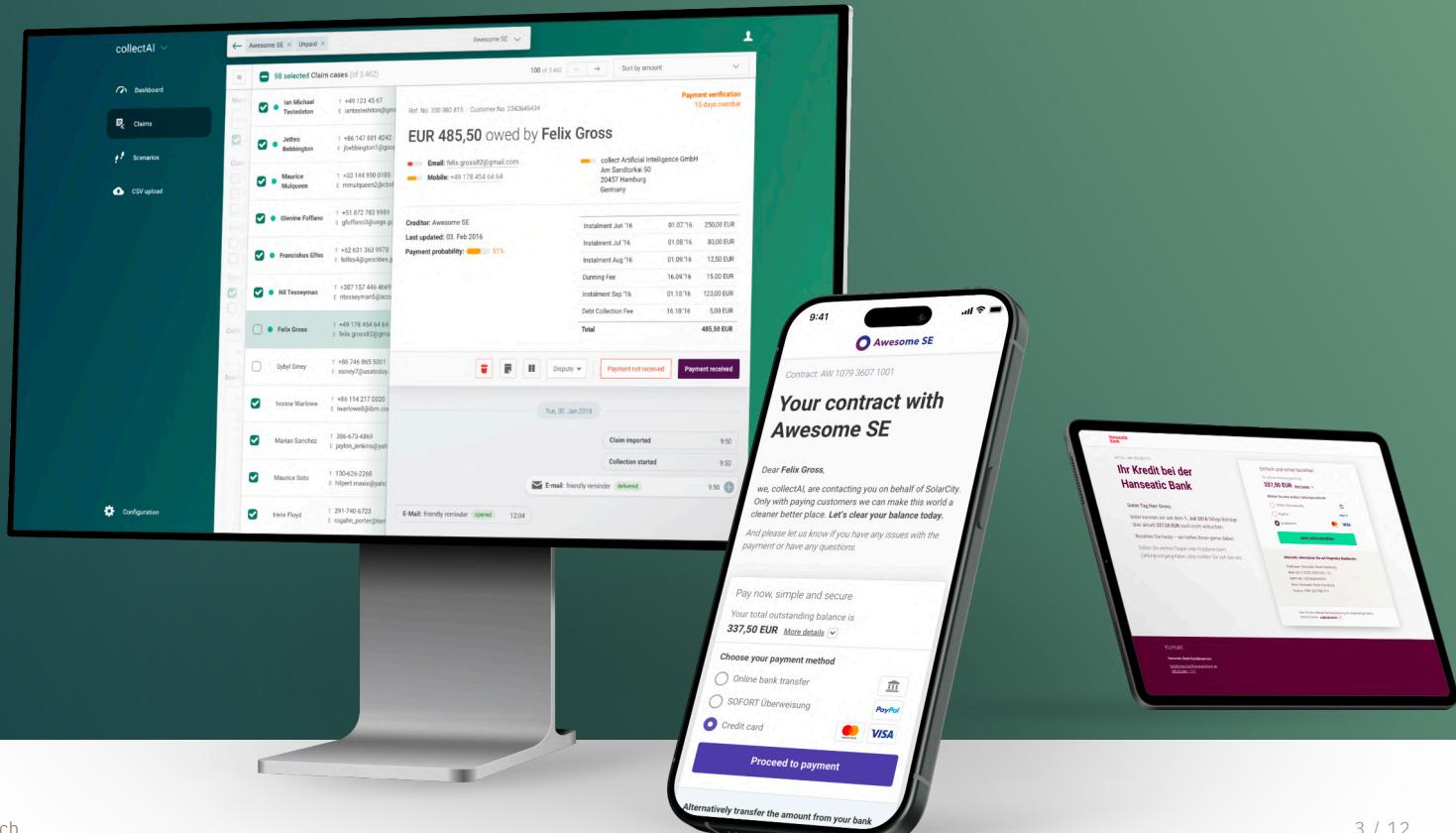
Results

- Crafted the product design that scaled receivables management to **€25M in 18 months**
- Increased **realization rate by 33%**
- Processing **cost reduction by >30%**
- Helped ship **regulatory compliant** receivables management workflows and payment flows **within strict financial and GDPR rules**

Role: Senior Product Designer

Duration: 2 years, from inception at Liquid Labs (Otto Group) to scale; Contract extended to perm. employment after 7 months

Technology: mobile first responsive web/email, React



Helping local stores to run their business – enforePOS.

Led key UX & UI design initiatives for a retail and hospitality ERP platform serving small and medium-sized businesses.

Designing for complex journeys across a multi-device landscape

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

Role: Senior Product Designer

Duration: 2 years, started at precious design studio.

Technology: enforePOS software, React, Foundation 4 Emails

Contract extended to perm. employment after 8 months



Hello Meet: Finding time together made simple. Finally.

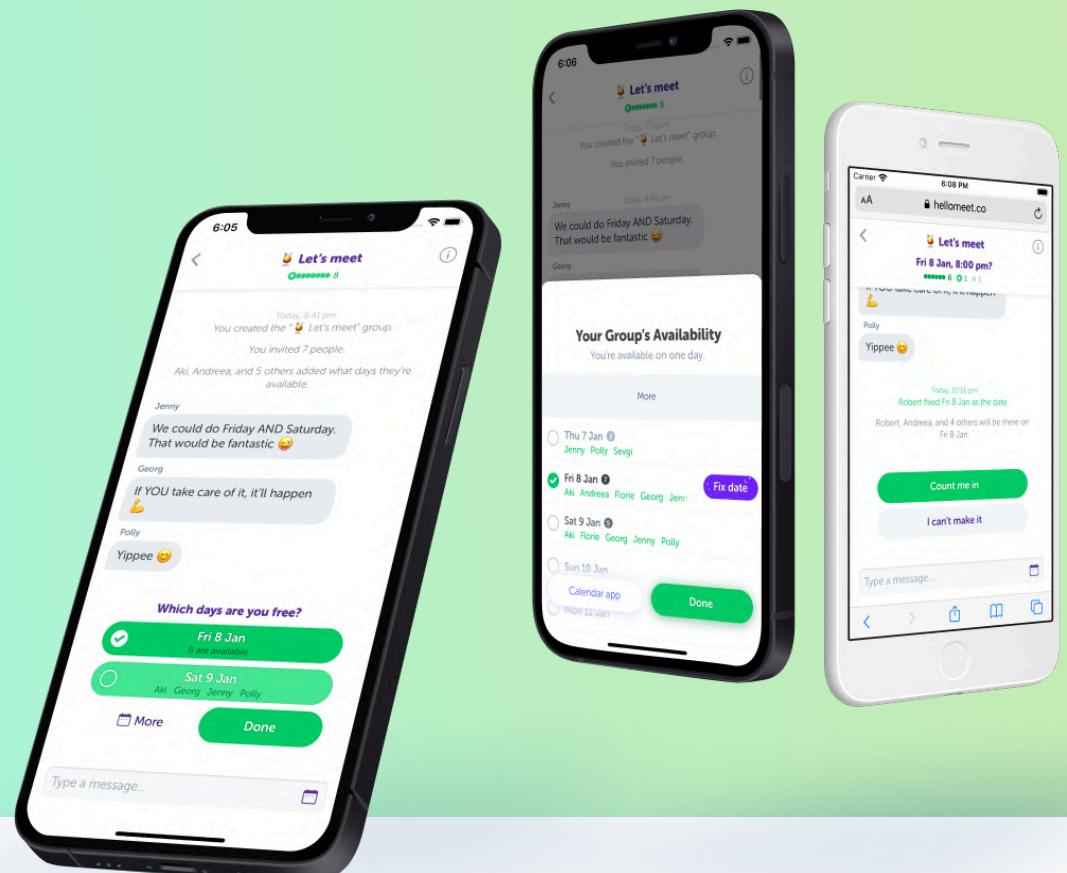
Making group appointments super simple for everyone.
Privacy first. Customer-to-business. No ads.

- Established hypothesis driven product design and developments
- 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**

Role: Partner & Product Designer

Duration: ~2 years (net), started as a side project, evolved into full time*

Technology: iOS, Android, Web, React



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

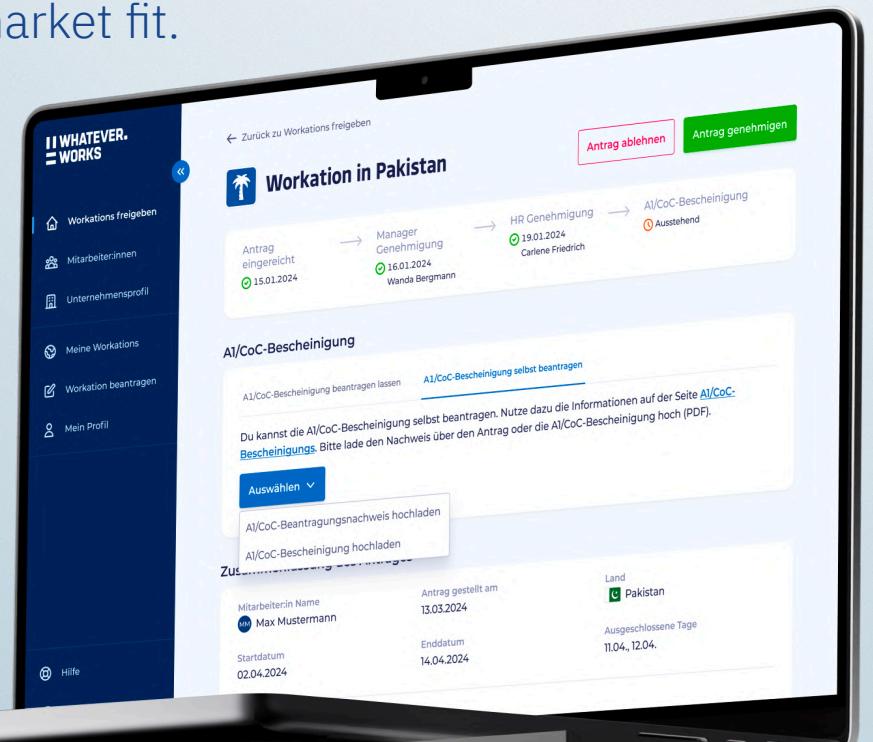
- Through combining product delivery excellence with user-centric compliance flows.

Role: Principal Product Designer → Design Director

Duration: 14 months contract, from zero to one

Technology: Web, React, Material UI

Impact: SDG 8 (decent work and economic growth)



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

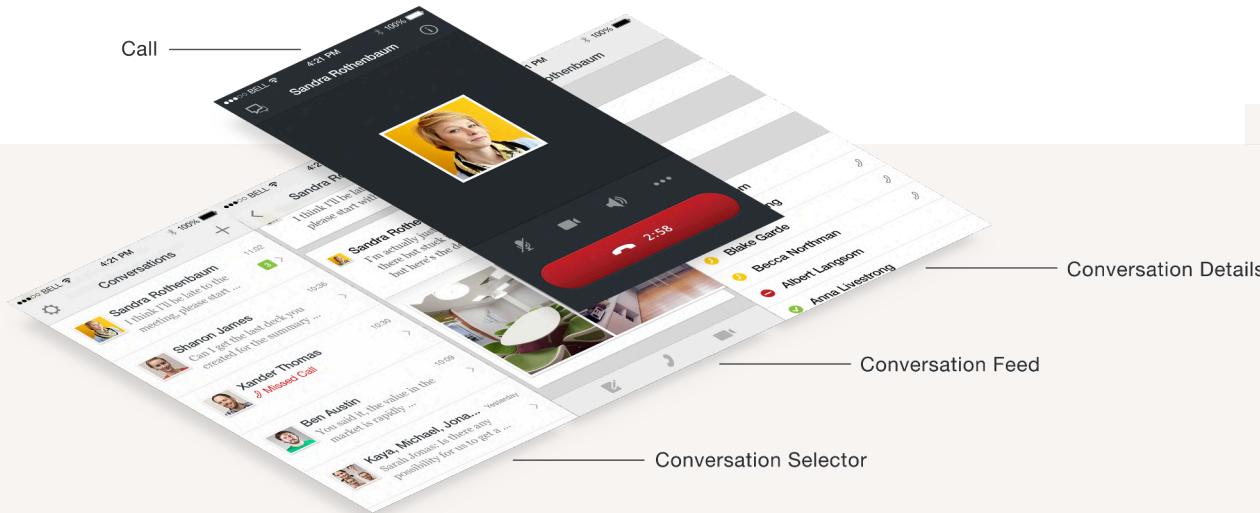
Role: Senior Interaction Designer

Duration: 5 months contract



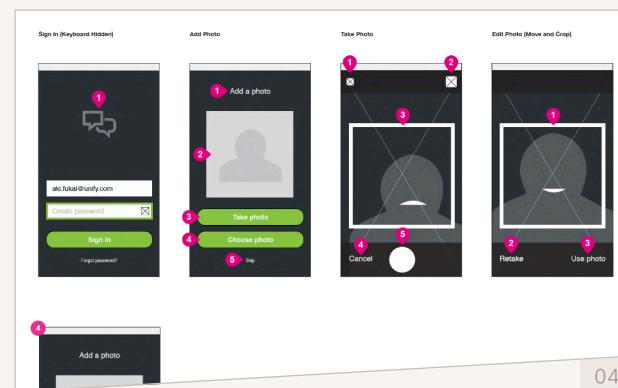
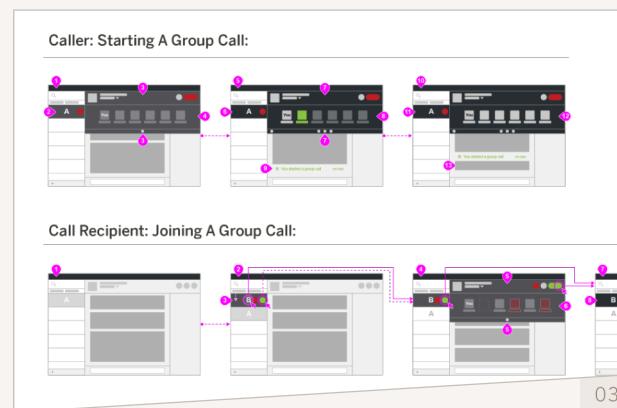
Unify Project Ansible.

Making work more productive, connected and human centered.



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.

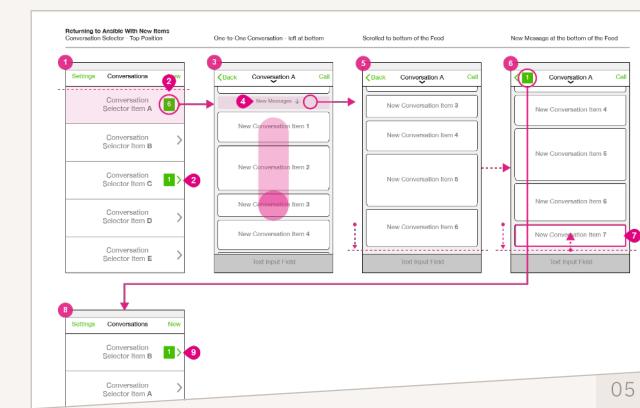
I helped designing and specifying overarching concepts, user flows, detailed interactions and UI components throughout web and mobile for a broad range of features e.g. conferencing, (group) voice/video calls, textual conversations, notifications, first use etc. in collaboration with frog's designers and Unify's product owners.



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



Role: Senior Interaction Designer
Agency: frog design