

Yuval Sion

Senior Product Designer

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WORK EXPERIENCE

Amdocs

Senior Product Designer

2017-Present

- Led end-to-end product design for complex telecom and enterprise platforms across global carriers, including Three UK, Vodafone Italia, Verizon, AT&T and Mtel.
- Designed self-service, B2B and internal operational experiences, from early UX concepts and user flows to high-fidelity UI, prototyping and delivery.
- Translated complex business logic, technical constraints and multi-step workflows into clear user journeys, interaction patterns and implementation-ready interfaces.
- Partnered with product managers, business analysts, architects and engineering teams to define flows, edge cases, component behavior and design-to-code details.
- Designed AI-driven product experiences, using AI tools to support research synthesis, ideation, prototyping and faster concept development.
- Established scalable UI foundations, design system patterns and developer handoff materials for large-scale product ecosystems.

frog Italy / Amdocs

UX/UI Designer (Collaboration), Milan

2017-2018

- Collaborated with frog, a leading global design agency, as part of a cross-functional team defining the design foundation for Vodafone Italia's digital product ecosystem.
- Defined early UX concepts, user flows and design foundations that shaped the client's core digital product areas and customer journeys.

Keshet Broadcasting/mako

Studio Manager, UI/UX Designer

2006-2017

- Managed a team of 8 designers across mako's main website and related digital platforms.
- Led ongoing UI, visual and digital design work across web, mobile and TV for one of Israel's leading digital media brands.
- Designed and maintained high-traffic digital experiences across website, mobile and campaign touchpoints, in collaboration with content, marketing and business teams.

EDUCATION

Holon Institute of Technology

2008-2013

Bachelor of Design, Visual Communication

SKILLS

Design & Prototyping

Figma, High-Fidelity & Rapid Prototyping, Advanced Components & Variants, Adobe Creative Suite

Methods & Expertise

Product Strategy, User Flows, Information Architecture, Interaction Design, Design Systems, Cross-Functional Collaboration

Research & Validation

User Research, Usability Testing, Competitive Analysis, A/B Testing, Design Iteration

AI & Technical

AI-Powered Product Design, Developer Collaboration, Design-to-Code Review, HTML/CSS Literacy, ChatGPT, Claude, Google AI Studio, Figma Make

LANGUAGES

Hebrew - Native

English – Professional Working Proficiency

MILITARY SERVICE

Full military service in an Air Force squadron.
Rank: Staff Sergeant.

AWARDS

Top Talent Award 2013