

Gili Leibovich

Design Leadership · Enterprise UX · AI-Driven Design

gili.leibovich@gmail.com · 050-7429030 · Kfar Saba, Israel
linkedin.com/in/gili-leibovich12

EXPERIENCE

UX/UI Lead 2016 - Present
Amdocs · Enterprise & Telecom Systems

- Own UX/UI strategy for global telecom and enterprise platforms (B2B/B2C) across self-service, care, retail, and back-office systems.
- Lead and grow a team of 6-8 designers, working directly with product managers, developers, and customer stakeholders to align design decisions with business and technical constraints.
- Lead the full design cycle from research and discovery through synthesis, prototyping, and detailed design, producing interaction models and specifications that serve as the implementation source of truth across product, development, and customer stakeholders.
- Lead AI adoption across the design team, from tool selection to hands-on practice. Used AI to prototype a competitive product module that earned customer approval after a single review.
- Architected a **multi-agent AI build system**, routing specialist agents across models by task, to develop production-grade tools as a designer rather than a developer.
- Identified a gap in how the design team finds and reuses past design work across 800+ Figma files, and used AI to build **Figma Reference Finder**, a semantic search tool over 150K+ frames powered by local embeddings and a vector database. Teammates adopted it for reference lookups before it was formally deployed.

Usability Design Expert 2010 - 2016
Amdocs · Enterprise & Telecom Systems

- Shaped end-to-end UX for self-service portals, customer care, retail, and operational systems across multiple platforms and product lines.
- Drove usability evaluation and user research that caught design problems early, turning findings into actionable design direction for product and engineering.
- Delivered interaction models, task flows, wireframes, and validated prototypes under tight system and architectural constraints.

Earlier at Amdocs: Pre-Sales & Solutions and Software Development. Won enterprise deals through hands-on demos and wrote production software. This is the technical foundation behind a design leader who builds real tools.



SUMMARY

UX/UI Strategist and Lead with **16 years of experience** shaping complex enterprise products across telecom, self-service, retail, care, and back-office platforms. I turn unclear business problems into products that ship, and I build **AI** into the practice of design: functional tools, new workflows, production code written by a designer. I lead and grow teams of 6-8 designers in tight partnership with product, developers, and customer stakeholders.

EDUCATION

MBA, Business Administration
Ben-Gurion University of the Negev

BSc, Industrial Engineering & Management (IT)
Ben-Gurion University of the Negev

CORE SKILLS

- UX Strategy
- Product Design
- Interaction Design
- Design Leadership
- Team Management
- UX Research
- Usability
- Wireframing
- Prototyping
- Design Systems
- User Flows
- Information Architecture
- Stakeholder Management
- Mentoring
- AI-Driven Design

TOOLS & AI

- Generative AI
- Figma
- Cursor
- Claude Code

LANGUAGES

Hebrew	Native
English	Fluent