

Itai Aknin

Senior Product Designer, UX Researcher, Builder

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About me

Senior Product Designer with 5+ years of experience designing complex B2B, fintech, telecom, and AI products. I research, design, test and lately also ship code to production.

I've led end-to-end design for enterprise products, including a large-scale B2B platform for T-Mobile business customers, Tipalti's Accounts Payable product, and AI-agent infrastructure at xpander.ai. I translate complex technical workflows into clear, scalable experiences, grounded in UX research, systems thinking, design systems, and accessibility.

On a personal note, I'm an "all in" kind of designer. I fall in love with the users, dig into the technical details, and get involved in the business strategy. Colleagues and managers say I'm a team player with a positive, proactive attitude.

Skills and tools

- User experience research and design: journey mapping, wireframing, prototyping, user testing, and leading design-thinking workshops
- Pixel-perfect design: contributing to design systems, handing off to development, and owning experience quality through production
- Design-to-code: using AI coding tools to build and ship frontend; raising production UI quality hands-on rather than by opening Jira tickets.
- Building things: a live dashboard for tracking customer satisfaction, a Chrome extension for design QA in production, interactive prototypes, and more
- AI coding tools: Claude Code, Codex, Cursor, and Figma Make
- Design and collaboration tools: Figma, Axure, and Miro

Professional experience

Tipalti - Senior Product Designer (Sep 2025 - present)

- Design owner of the core Accounts Payable (AP) solution, automating finance operations for thousands of businesses and \$85B+ in annual transactions
- Building an agentic AI AP solution for enterprise-grade customers
- Running usability studies and using data to inform product and design decisions
- Using AI tools to accelerate design, prototyping, user testing, and to deliver frontend code ready for production

Tipalti is a global leader in financial services automation, including Mass Payments, Expenses, Procurement & AP (Accounts Payable).

xpander.ai - Senior Product Designer (Mar 2025 - Sep 2025)

- Fully redesigned a backend-as-a-service platform for AI agents, driving adoption from 0 to hundreds of running agents built by business customers
- Owned design end-to-end, reporting directly to the CEO and CPO
- Delivered pixel-perfect, user-centric design at startup pace through a rapid design → test & build → refine cycle

xpander.ai is a startup offering a platform for building, testing, and running AI agents.

Amdocs - UX designer (Sep 2021 - Mar 2025)

- Played a major role in building T-Platform, a B2B portal allowing T-Mobile's business customers (Enterprises, Government, and SMBs) to monitor and manage 30+ solutions including 5G Business Internet, IoT, Security, and more. My contributions included the information architecture and navigation model for a system supporting multi-entity structures, dozens of data sources, and millions of accounts, lines, and devices. Contributed complex components (data visualisation, interactive maps, interactive data grids) to the design system while adhering to and promoting accessibility per WCAG AA standards.
- Conceptualized and designed Amdocs Copilot: Amdocs' telco-oriented AI assistant
- Conducted user interviews and usability tests; facilitated Design Thinking workshops
- Formed and led a generative AI guild, driving research and implementation of AI for internal use and client projects

Amdocs is a leading software provider powering core infrastructure and business functions for the world's largest telco companies, including AT&T, Vodafone, T-Mobile, and more.

Education

- BA in Social Sciences and Humanities(The Open University of Israel)
- Graduate of UXV, User Experience Course(John Bryce)