

**Personal Details:**

Name: Rani Friedman

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**Summary:**

Expertise in building automated processes on platforms like Make, Zapier, Airtable and AI tools.

Developed innovative concepts and UI design for dozens of successful educational apps for children (founded a company in 2010, recently sold to a Swedish public company).

Extensive experience (over 20 years) in designing and branding for numerous high-tech companies, startups, and clients from various other fields.

Experienced in designing, managing, and analyzing campaigns on leading social networks and Apple's App Store.

Proficient in all artificial intelligence tools - OpenAI, ChatGPT, Claude, Midjourney, Leonardo.

**Employment Experience:**

2022 - 2024

**Integrates business automation with AI - (Freelance)**

- Development of marketing automation processes using Make (formerly Integromat), Zapier, Airtable, and AI tools
- Working with CRM systems (Keap, Fireberry), establishing campaigns, and analysis with various analytics tools
- Develops integrated processes that leverage business automation and artificial intelligence

2010 - 2023

**Founder, Manager, Creative Director - MyFirstApp Ltd. - Educational Apps for Toddlers**

A pioneering company that develops educational apps for toddlers. The company was recently sold to a Swedish firm. I invented and designed dozens of successful apps, which have garnered over 20 million downloads, hundreds of appreciative reviews from educational institutions, teachers, speech therapists, and parents from all over the world. In my role in the company, I expanded and advanced its activities in various channels:

- Inventing and adapting ideas for apps, interface design, managing programmers, illustrators, and animators
- Setting up campaigns in Apple's App Store, managing, and analyzing the data
- Creating a presence on all leading social networks - Facebook, Instagram, Pinterest, YouTube, Twitter  
Ongoing operation including creating and uploading posts, establishing campaigns, and analyzing them with various analytics tools
- Building a mailing and automation system for the company on a CRM system, allowing regular and consistent mailing to community members
- Building automated processes in Make, Zapier
- Establishing a professional blog with psychological articles on the company's website
- Establishing and managing an international professional Facebook group on the topic of parenting in a digital world - 'Parenting in a digital world'
- Establishing a product store on Shopify (Dropshipping), connected and linked to the company's website

2000 - 2017

**Creative Director - Identity - Brand Development Studio**

- Creation of Corporate Identities for a variety of companies/startups
- Managing a team of designers and illustrators
- Creating hundreds of graphic projects for companies from all sectors of the Israeli market. Systemic thinking, definition, concept, characterization, and high-level execution
- Accompanying a project from its inception, through its planning and production, to its completion
- During these years, I frequently balanced work as an independent contractor for clients and as an employee at leading branding/advertising agencies

1999 - 2000

**Graphic Designer - Philippe Boulakia Studio**

Philippe Boulakia Studio is one of the leading image design studios in Israel.

In my role, I was a partner in designing large and varied projects for leading companies and responsible for bringing them to print.

**Formal Education:** Design and Visual Communication at the Technion's External Studies Unit in Tel Aviv (1998 - 1995)

**Software and Work Environments:** Make, Zapier, Airtable, Fireberry, Midjourney, OpenAI, ChatGPT, Claude, Google Sheets, Apple App Store, Google Play, WordPress, Elementor, Wix, Shopify, Manychat, Jotforms, Indesign, Illustrator, Photoshop, Adobe XD, Figma,

**Languages:** Hebrew - Native language, English - Good proficiency.

**Additional Skills:** Entrepreneurial, responsible, precise, diligent, capable of initiating and advancing processes, persistent, excellent interpersonal skills, and good service awareness.