

ROY FRIEDLER

COPYWRITER

UX DESIGNER



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[PORTFOLIO](#)

About Copywriter & UX Designer with a strong Foundation in Strategy

Copywriter with roots in strategy and UX design. I help brands express complex ideas simply and beautifully shaping narratives that engage, persuade and perform across digital products and campaigns.

Experience 2008 – Present: Freelance Copywriter, Content Writer and Planner

For the past 5 years I led the creative process from strategy to production, building user-focused strategies and storytelling at Hauser Advertising

I created digital campaigns, content, print, and social media that engage users and meet business objectives for some top Israeli brands (Menora, First International Bank, Amot, UPS).

In 2020 I designed user-friendly microcopy for CAL, enhancing customer journeys.

Over the years I developed offline and online campaigns, social posts, videos, and articles, building expertise in multi-platform experiences.

For over 15 years I delivered economic reviews for Basasach, translating complex information into accessible formats.

2000 – 2007: Copywriter and Creative Director in top Advertising agencies (Publicis Arieli, Gitam, B.B.R.)

Building expertise in end-to-end creative processes, from concept to execution for major brands, including Winner (Campaign of the Year, 2002), Bamba, HP, Renault, Nissan, and Leumi Bank.

Led creative direction at Peled Advertising, managing campaigns for Renault, Nissan, and Aroma.

Skills Software: Figma, Photoshop, InDesign, Monday

Writing: scripts, Posts, articles, google campaigns, landing pages, micro-copy

Planning: Analysis, Branding and positioning, creative planning

Cartoon illustrating

Degrees Diploma studies:

Product design – NETCRAFT

Visual art – HIT

Concept art – IAC

Copywriting – ACC

Academic studies:

B.A. Economics – Tel Aviv University

MBA – Tel Aviv University