

Alexander Fridman

Game systems designer · Product & experience designer

obefree1@gmail.com · obefree.com/about · github.com/Obefree

I bring together game systems, practical learning and experiences that connect people. My background combines physics, entrepreneurship, facilitation and creative production; today I also use AI-assisted workflows to turn ideas into playable and usable prototypes.

CORE COMPETENCIES

Systems & mechanics

Rules, progression, resources, card interactions, balance and probabilistic analysis.

Learning design

Structuring concepts, exercises and feedback around active practice.

Project coordination

Connecting art, UX, code, content and production into a workable delivery process.

Product framing

Turning an idea into a clear audience, use case, scope and testable prototype.

Facilitation & connection

Hosting groups, designing shared challenges and working with different participant needs.

AI & workflow design

Context routing, knowledge organisation, automation and AI-assisted prototyping.

EXPERIENCE

2010	Funprazdnik · Founder & director Designed and delivered intellectual entertainment, corporate events and role-playing scenarios.
2021–2023	Arena of Emotions · Owner & director Led a board-game club, bringing together game culture, hospitality and community activity.
2023	Esh Blin · Tel Aviv · Founder & director Created a community café combining hospitality, events and a place for people to connect.
Across roles	Educational & social programmes · Organiser, facilitator & mentor Experience in camps, seminars, volunteer initiatives, inclusive programmes and cultural role-playing games.

SELECTED PROJECTS

Call of Blades — Game systems, deckbuilding and AI play

Critical Mind — **Faking News** — Critical-thinking lessons and practice games

Mycelium Lab — Corporate experiences and team connection

RecoTune — Music tools and app workflows

EDUCATION

Bauman Moscow State Technical University · 2007–2013

Master's degree in Technical Physics; specialisation in optical physics and quantum electronics.

Higher School of Economics · 2015–2016

Project-management coursework, including social entrepreneurship.

LANGUAGES

Russian · English, including technical English · Hebrew (basic)