

Rotem Avny

Founder, RelationScreens & CollaBoss

Rotem Avny, social entrepreneur, helps people stay sharp and in control as AI threatens to dull their thinking — through digital coaching and systems that think with you, not for you.

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NOW	RELATIONSCREENS.COM RelationScreens digital-balance coaching builds the Screen Savers movement for digital balance Most apps are built to keep us scrolling. With RelationScreens, I help people use them on their own terms. Digital Restart	COLLABOSS.CO CollaBoss AI systems that think with you, not for you Most AI tools leave business owners as users. With CollaBoss, I build the systems that make them operators, and I teach people to build their own. Academy AI systems for businesses AI advisor DIY systems
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EXPERIENCE	A UX designer who became a social entrepreneur, a producer and a builder of AI systems. Years of work with people, from setting up entrepreneurship centers for teenagers to leading educational and community programs, taught me that good technology starts with the person. Now · CollaBoss Founder Every system I've built started from a real need in RelationScreens. One owner can't be developer, marketer, finance and operations all at once, so instead of hiring a team, I built one: an organization of AI agents, each with its own role. Now I build such systems for entrepreneurs, business owners and creators. How I work: start from the problem, not the technology. Build a system, not an add-on. Simple outside, smart inside. Since July 2024 · RelationScreens Founder, host and producer An initiative for digital balance: interviews with experts, content and a community, talks in schools on healthy phone use, and a digital-balance course for adults. Since 2025 · Domino Effect LLC Associate producer, <i>Paging Hezbollah</i> An international film production: research and information gathering, and the day-to-day running of a complex production. Since 2022 · Freelance UX designer User research, specification and interface design for clients' digital products: the shortest way from what people need to what they get. I opened the business while still a student. 2020 to 2021 · Unistream Founding manager, youth entrepreneurship centers Set up and ran two centers in Israel's periphery: the teams, the budget and the partners, the educational programs, and a community of young entrepreneurs. 2020 to 2021 · Daroma Tzafona Educational program manager Led community programs with the Ministry of Housing, in cities and in the periphery: bringing diverse groups together, guiding an educational team and managing a large budget.
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TALKS AND PRESS

Talks and workshops · through Talkshows and Etsli

RelationScreens: thriving with screens · Creative thinking with AI · The thinking user's guide

On screens, attention and thinking with AI, with a workplace version, and talks for builders on UX and Lean Startup. On stage at TEN15 Herzliya, theLOOP #2, Agents&Me (August 2026) and Pragma. All talks

Host and producer · 19 episodes, July 2024 to April 2026 · in Hebrew

The RelationScreens podcast

Conversations about our relationship with screens. Guests include Prof. Dan Ariely and Hadar Ben Zion Gutman.

A course at Pragma · 8 sessions, 20 hours

The journey to digital balance

Habits, attention and the digital environment, rebuilt step by step, with AI as a thinking partner.

May 2026 · ynet

Profiled by ynet as a digital-balance coach who built himself an AI system.

EDUCATION

2025 · Vanderbilt University, on Coursera

Agentic AI and AI Agents: A Primer for Leaders

A certificate in the principles of AI agents and autonomous systems, for leaders and decision makers. Verify the certificate coursera.org/verify/E4IB62I6HY8S

Jolt

Digital product management

Professional training in managing a digital product from end to end.

Netcraft Academy

UX design

Hands-on training in UX: research, specification and digital product design.

Two years · The Open University of Israel

Behavioral sciences

Courses on people, behavior and motivation: the ground for my UX work and for leading communities.

INITIATIVES AND VOLUNTEERING

Initiative

A festival for phone-free spaces

A social project that raises awareness of digital balance.

Volunteer

Code for Israel

A community of developers and makers who put technology to work on social challenges.

Initiative

The Wandering Jam

A social music initiative that brings people together to play and make music in community spaces.

Volunteer

UED (User Empowerment Design)

An institute that brings the voice of users into technology products. I guide processes built on UX principles.

THE BOOK

In writing · out in 2027

How to become a ScreenSaver

How to simply be in the digital age

The problem isn't the technology. It's how we're steered to use it. In the years I've spent going deeper into digital balance, learning it and speaking about it, I've come to see that this isn't a problem of addiction. It's a problem of design and training.

REFERENCES

“If not for Rotem, I would still be sitting with the thought that I'm behind and everyone is already flying ahead. Thanks to Rotem, I'm flying on my own and I understand that there is no limit to what I can build next. He doesn't just set up systems and agents for me. He also guides me in using them and creating things on my own with their help.”

Adi Nudel CEO and founder, Financial Cat

“It's simply unbelievable, the things I do with the agents Rotem built for me. I work in a very technical environment, with very talented developers, and it's always fun to see how stunned they are by the level of my agents and systems.”

Jonathan Abraham Salem CEO and founder, RECIV.net

“The things Rotem built are truly crazy. He understands agents, understands people, and above all, what's between them.”

Tom Even Leader of the AI agents community in Israel, founder of Agents&Me

THE VISION

a world where people operate technology instead of being used by it.