



Hello, I’m Omar Hamza

Design Lead
...
⚡ Sharing 14 years of Product & Design |
Serial Entrepreneur | Web3 & AI Enthusiast

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Portfolio · omaretz.com

R E S U M E

VIEW PORTFOLIO

Work Experiance

✱

Jul 2024 - Present

Design Director

soft2bet.com (SofiaStars / BrainRocket)

1 yr 10 mos

- Spearheaded Product & UX/UI design strategy for multiple high-profile casino and sportsbook brands, delivering immersive, high-energy gaming experiences.
- Led the design and development of company's portfolio brands, ensuring seamless gameplay, engagement, and retention.
- Designed low and high-fidelity game interfaces, animations, and interactive elements, balancing aesthetics with intuitive navigation to create cinematic, VIP-level gaming environments.
- Collaborated with product, development, and marketing teams to translate business objectives into high-performing digital experiences.
- Implemented gamification-driven UX strategies using Soft2Bet's MEGA framework, enhancing player retention and loyalty.
- Utilizing and maintained a scalable design system, optimizing UI consistency across 14,000+ live games and multiple casino brands.
- Developed personalized user journeys and interactive storytelling elements, ensuring that every product delivers a thrilling, high-impact player experience.
- Conducted user research, testing, and data-driven optimizations to refine design flows and increase conversion rates.

✓

Nov 2022 - Nov 2024

Design Lead

dragonlabz.com

2 yr 1 mo

- Lead design strategy and execution for various startup within the Venture Studio portfolio.
- Collaborated with founders and engineers to translate business goals into user-centered design solutions.
- Fostered a culture of design thinking within the Venture Studio, ensuring a user-centric approach across all ventures.
- Built and managed a design team.
- Established Design Systems.
- Metrics and user research activities.

✓

Nov 2022 - Nov 2024

Design Lead

epicdesign.io

2 yr 1 mos

- Lead design strategy and execution for agency projects.
- Translate client goals to user-centred solutions for product success.
- Design thinking for user-centric projects.
- Manage and mentor designers, fostering their skills and development.
- Stay informed on trends to deliver innovative design solutions.
- Communicate design effectively to all levels.
- Develop positive client relationships and manage expectations.
- Refine design processes for efficiency and high quality.

✓

Apr 2021 - May 2023

Co-founder & CPO

Lisenmi

2 yr 2 mos

- Define the overall product vision, roadmap, and strategy for the music marketplace, ensuring seamless integration of Web2 and Web3 functionalities.
- Conduct market research to identify user needs and trends in the music industry, particularly regarding Web3 adoption.
- Develop a sustainable business model that leverages both Web2 and Web3 technologies to create value for artists, fans, and the platform.
- Build strategic partnerships with music industry players and foster a thriving community of artists, fans, and early adopters within the Web3 space.
- Secure funding to support the development and growth of the marketplace through effective communication and presentations to potential investors.
- Collaborate effectively with co-founder(s), developers, and other team members to ensure successful execution of the product vision.
- Oversee the integration of Web3 features such as blockchain technology, NFTs, and cryptocurrencies into the music marketplace.
- Develop and implement marketing strategies to attract both Web2 and Web3 users to the platform.
- Ensure the platform complies with all relevant legal and regulatory requirements surrounding Web2 and Web3 technologies for the EU and USA market.

✓

Sep 2018 - Aug 2022

Sr. Product Designer

chaos.com

4 yr

- Close collaboration with product, marketing, and development teams to create and grow the company's web, mobile, and desktop products.
- Work on core products like cloud computing platforms, digital asset marketplaces, 3D software, and self-service portals. Active participation in Chaos Design System.

✓

Feb 2020 - Oct 2021

Sr. Product Designer

yearn.finance

1 yr 9 mos

Lead design for the Yearn \$YFI ecosystem, including:

- Advising the design process for all ecosystem apps.
- Conducting ongoing market research to stay ahead of user trends.
- Facilitating user interviews to gain deep insights.
- Contributing to product roadmap development to ensure a user-centric approach.

✓

Jun 2017 - Aug 2018

UX/UI Designer

gameleap.com

1 yr 3 mos

- Collaboration with CEO, CTO, and product team to identify and deliver a user-centric design for an online learning platform.
- Streamlined a lean design process (research, design, test, iterate) to launch a platform for over 300K gamers in popular titles like Dota 2, League of Legends, Overwatch, and Fortnite.

✓

Feb 2016 - May 2017

UX/UI Designer

sirma.com

1 yr 4 mos

- Manage the entire UX and Design System, leading their development and ensuring quality across core cloud products.
- Collaboration with product and development teams to elevate design for the cloud computing services.

✓

Nov 2015 - Jun 2017

Product Designer

Plan X

1 yr 7 mos

Design of web pages, mobile applications and desktop software. Collaboration with engineering teams from around the world.

✓

Jun 2015 - Dec 2016

UI Designer

digitalid.bg

1 yr 7 mos

Design of web pages & mobile apps for industry leaders like Lenovo & Coca-Cola, and more.

✓

Jan 2013 - Jun 2015

Graphic Designer

Freelance

2 yr 6 mos

My design journey started in advertising industry, creating catchy visuals, branding, large-format print materials, and more. I learned a lot about using typography, arranging things well (layout), and making the visuals clear and easy to follow (visual hierarchy).

Technical Skills

as Product Designer	as UI Developer
Figma	HTML
Adobe XD, PS, AI, AE	CSS
Webflow, Framer, WordPress	JavaScript
Miro, FigJam	Tailwind CSS
HotJar, GA, Clarity	Lottie animations
UserTesting, UserVoice	SVG animations

Working Process

Agile, Scrum
Waterflow

Process for success

Research

Analyse

User Stories

Informational Architecture

Design System

Prototype

Validation

Improvement

Soft skills

Teamwork & Collaboration

User Empathy

Creative Problem-Solving

Aesthetic Vision

Business & Tech Alignment

Entrepreneurial Mindset

Self-Discipline & Organization

Leadership skills

Visionary Design Leadership

Mentorship & Talent Growth

Cross-Functional Influence

Data-Driven Decision Making

Stakeholder Communication

Agile & Lean Execution

Languages

English	Bulgarian	Russian
Professional	Native	Basic

Interesting

#Design System #UX #UI #iGaming #Gamification
#Personalized Engagement #Design Thinking #Usability
#AI #Blockchain #Startup #Decentralization
#EmergingTech #FinTech #DeFi #Tokenization
#Metaverse

Education

2021	Software University (SoftUni)
4 mos	UI Development
2021	Software University (SoftUni)
4 mos	JavaScript
2011 - 2015	New Bulgarian University
4 yr	Design & Computer Science
2006 - 2011	High School “Vasil levski”
5 yr	English and Russian
1999 - 2006	Elementary School
7 yr	Painting and Visual Arts

Hobbies

Chess	Hiking	Biking	Snowboarding

CRAFTING SCALABLE & IMPACTFUL
EXPERIENCES SINCE 2013

VIEW PORTFOLIO