



Hello, I'm Omar Hamza

Design Lead

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⚡ Sharing 14 years of Product & Design |

Serial Entrepreneur | Web3 & AI Enthusiast

Sofia, Bulgaria

omaretz@gmail.com

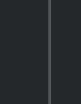
linkedin.com/in/omaretz

Portfolio · omaretz.com

R E S U M E

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Work Experience



Jul 2024 - Present

Design Director

[soft2bet.com](#) (SofiaStars / BrainRocket)

- 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](#)

- 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](#)

- 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

- 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.

- Oversees 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](#)

- 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](#)

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](#)

- 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](#)

- 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

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

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



Jan 2013 - Jun 2015

Graphic Designer

Freelance

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

Professional

Bulgarian

Native

Russian

Basic

Interesting

#Design System #UX #UI #iGaming #Gamification

#Personalized Engagement #Design Thinking #Usability

#AI #Blockchain #Startup #Decentralization

#EmergingTech #FinTech #DeFi #Tokenization

#Metaverse

Education

2021 4 mos Software University (SoftUni)

UI Development

2021 4 mos Software University (SoftUni)

JavaScript

2011 - 2015 4 yr New Bulgarian University

Design & Computer Science

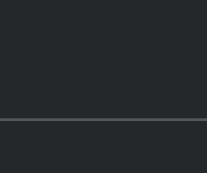
2006 - 2011 5 yr High School "Vasil levski"

English and Russian

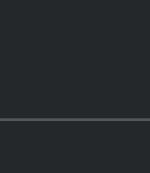
1999 - 2006 7 yr Elementary School

Painting and Visual Arts

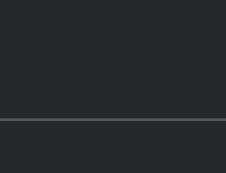
Hobbies



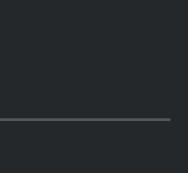
Chess



Hiking



Biking



Snowboarding

CRAFTING SCALABLE & IMPACTFUL
EXPERIENCES SINCE 2013

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