



Simon Rico
Principal Designer

Work Experience

2023 - Now

- **Principal Designer at Ox & Matcha**
- Senior Product Designer
Prague, CZ / San Francisco, CA / Remote

At Ox, I lead product design for Matcha, a DEX aggregator that enables seamless token trading across multiple blockchains with best execution and zero fees. I work closely with leadership and engineers to set the product vision and drive strategic initiatives. I lead a team of designers, provide mentorship, and oversee our design system to ensure consistency and quality across all surfaces. I also conduct user research to inform product decisions and evolve the Matcha experience, from search and discovery to the core swapping flow, making it more transparent, trustworthy, and scalable as we grow to support millions of tokens.

2022 - 2023

- **Lead Designer at One Up**
Remote

Play One Up is an esports platform that enables gamers to participate in competitive tournaments and leagues from the comfort of their homes. It offers on-demand competitions across popular games, allowing players to compete for real cash prizes. I joined as the first UX/UI designer, leading a comprehensive redesign of the platform to enhance user engagement and streamline the competitive gaming experience. Collaborating closely with the founding team, I restructured the user interface, improved navigation flows, and established a scalable design system to support the platform's growth.

2019 - 2022

- **Sr. Product Designer at Status**
Remote

At Status, I helped design a decentralized communication platform that combines a private messenger, crypto wallet, and Web3 browser. I collaborated with a global remote team to improve UX across complex crypto flows. I focused on early product definitions, conducted research, and delivered mobile-first designs that respected privacy and decentralization principles.

2018 - 2019

Product Designer at Signals

Prague, CZ

I worked on Signals, a platform for building and sharing crypto trading strategies powered by machine learning. My role involved creating a design system, prototyping user flows, and shaping the UX of a modular strategy builder. I also designed dashboards for users to monitor and backtest their strategies.

2018 - 2019

Senior UX/UI Designer at Touch4IT

Remote

At Touch4IT, a digital agency, I led the UX/UI design on client projects across fintech, logistics, and blockchain. I handled the entire design process from workshops and research to delivery. I also mentored junior designers and worked closely with developers to ensure design fidelity in implementation.

2017 - 2018

UX/UI Designer at StoryTLRS

Prague, CZ

I worked at Story TLRS as part of a creative team focused on brand and product design. I created UX flows, wireframes, design systems, and clickable prototypes for startups and clients. I also contributed to visual identity work and marketing pages, ensuring cohesion across digital touchpoints.

2016 - 2017

- **Graphics Production Specialist at IBM**
- Client Center Visual Identity Coordinator
- Graphic Design Internship
Prague, CZ

At IBM, I was part of the internal design team responsible for event materials and internal tools. I designed assets for global conferences and supported UI components for internal applications. It was my first step into the tech and design industry, where I learned foundational skills in large-scale collaboration and design operations.

Side Projects

2023 - Now

Founder at Lapz
Prague, CZ / Remote

I founded Lapz to reinvent how motorsport fans experience Formula 1 and other racing series on Apple Vision Pro. By merging real-time data with Mixed Reality, Lapz transforms race-watching into something you can feel, not just see. What began as a side project is now being hailed as “...The Best Reason Yet To Buy a Vision Pro” – Forbes, 2024.

[Forbes: This Incredible F1 App Is The Best Reason Yet To Buy A Vision Pro ↗](#)

[MacRumors: Lapz App Lets You Watch Formula 1 Races on Apple Vision Pro ↗](#)

[The Verge: Vision Pro's viral Lapz app put on hold after F1 complaint ↗](#)

[Instagram: Watching Formula 1 with Lapz on the Apple Vision Pro has transformed how races are viewed forever ↗](#)

2020 - 2022

Co-founder at Meetback

Prague, CZ

Meetback was a web app designed to help teams reflect on the value of their recurring online meetings during the peak of the COVID era. It aimed to bring clarity to whether meetings were a good use of time by collecting structured feedback from attendees. I was one of four co-founders, responsible for designing the core app functionality and developing the marketing website. I led the UX/UI design, worked closely with users to validate the concept, and collaborated with the team to iterate on the product experience.

Talks

2025

ETHDenver

Denver, CO

At ETHDenver 2025, I delivered a talk titled “Navigating the Maze: How Design Helps Users Find the Right Token,” where I explored the challenges users face in decentralized exchanges and how thoughtful design can guide them to make informed decisions. Drawing from my experience at Matcha, I discussed strategies for simplifying complex token selection processes, enhancing user trust, and improving overall UX in the DeFi space.

[Navigating the Maze: How Design Helps Users Find the Right Token ↗](#)

2025

Experience Vision

Paris, FR

At Experience Vision 2025 in Paris, I presented “The Future of Watching Sports with AR,” showcasing Lapz, an immersive Formula 1® experience designed for Apple Vision Pro. I discussed how Lapz transforms traditional sports viewing by placing fans in the cockpit, offering real-time data overlays,

and providing a 360° immersive environment. The talk highlighted the intersection of augmented reality and sports, emphasizing how technology can deepen fan engagement and understanding of the sport.

[The Story of Lapz - The Future of Watching Sports with AR ↗](#)

Education

2019 - 2022

Prague City University

Master's Degree, Future Design

MA Future Design is a flagship programme for the School of Art & Design. The programme allows students to explore different areas of design and become more deeply aware of the history and place of design in contemporary culture, as well as the social and philosophical context in which they are practising. The programme secures this complex level of learning while still maintaining strong industry links and nurturing students' ability to realize the enterprise potential of their ideas.

2016 - 2019

Prague City University

Bachelor's Degree, Graphic Design

The BA (Hons) Graphic Design programme is a practical, studio-based degree programme designed to make students well-rounded professional communicators, with an enquiring approach and established design process.

Connect

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Languages

Native Czech

Native Slovak

C2 English

A2 German

A2 Russian

Locations

Based in Prague, Czechia

Raised in Nitra, Slovakia