

Zlatko Lazarov

DESIGN STRATEGIST &
PRODUCT CREATOR



CONTACT

St. Paul's Bay, Malta
hello@lazarovdesigns.com
+356 77 765 009

Work authorization: EU

PROFILE

I don't decorate screens — I diagnose products.
A design strategist and product creator with 15+ years across digital product, brand, and systems design, the last decade at the systems level of iGaming (online casino, sportsbook, and multiplayer). I find the structural problem underneath a product, then build the thing that solves it — owning user research, design systems, UX/UI, and prototyping in Figma through to shipped, WCAG-compliant, production-ready work. Most recently designed features and a post-acquisition revamp for a first-of-its-kind multiplayer app at BeyondPlay (part of FanDuel); currently leading design at Ingenious, a services network I co-founded.

Senior and lead experience across product, brand, and team.

I don't get stuck in a box. I build it.

lazarovdesigns.com
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EDUCATION

BA, Graphic Arts
University of Teesside (Prague campus),
Czech Republic · 2010

Higher National Diploma,
Graphic Design
Prague College
Czech Republic · 2009

High School Diploma
Navarre High School (Senior Year)
USA · 2007

Gymnasium “ Slavco Stojmenski”
Republic of North Macedonia · 2006

EXPERIENCE

CO-FOUNDER & DESIGN LEAD

Ingenious Ltd. | 2023 - Present

- Co-founded Ingenious, a services network connecting freelancers and companies — including a platform that helps EU freelancers incorporate and operate from Bulgaria.
- Lead design across the network's engagements, owning product and brand work end-to-end for clients including punterslounge.com (Tag Media, UK) and bigwins.com (Moon Rocket, EST).
- Build and direct a network of specialist collaborators to scale delivery without diluting design direction.

UX/UI DESIGNER

BeyondPlay Ltd. (part of FanDuel) | 2025 - 2026

- Designed specific features for a first-of-its-kind multiplayer iGaming app, and contributed to its revamp following the company's acquisition by FanDuel.
- Planned user flows and conducted user research to sharpen the features I worked on.
- Contributed to design-system improvements for consistency and usability across the product.
- Helped ensure features met state regulations and WCAG accessibility guidelines.

HEAD OF DESIGN

SIGMA — World's iGaming Festival | 2022 - 2024

- Restructured the design function into four departments — Events, Digital & Marketing, Editorial and UX/UI appointing a Lead for each and managing a team of up to 12 designers and interns.
- Delivered UX/UI for all company websites and supervised developers to ship pixel-perfect builds.
- Created print & digital brand guidelines for each company brand and oversaw all traditional and digital artwork.
- Directed design for live event stages and client booths — spatial design, video, and lighting — with marketing and video teams.

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SKILLS

DESIGN

Design Strategy

UX/UI Design

Product Design

Design Systems

User Research

Wireframing & Prototyping

Interaction Design

Accessibility (WCAG & EAA)

Brand & Visual Identity

Print & Digital

Motion & Video

TOOLS



FRONTEND



LANGUAGES

English (Fluent)

Bulgarian (Native)

Macedonian (Native)

CONTINUED

SENIOR GRAPHIC & UX/UI DESIGNER

Double Up | 2019 - 2022

- Owned the complete UX/UI design of a web-based online casino.
- Advised and supported all marketing campaigns with full design coverage, from logos to complex digital campaigns.
- Supervised developers to deliver pixel-perfect sites from the designs provided.

SENIOR GRAPHIC DESIGNER

Raketech Ltd. | 2017 - 2019

- Produced classic and digital marketing materials combined with UX/UI design and video animation.
- Began making data-driven design decisions — testing how color, layout, and CTA treatment affect performance, and learning which variants actually converted.
- Designed conversion-focused assets and funnels for the iGaming affiliate model, optimizing the journey from click to registered and depositing customer — foundational to how I approach product design today.

GRAPHIC & WEB DESIGNER

Falcar Ltd. | 2015 - 2017

- Designed advertising and corporate materials across web and print; built and maintained the company's websites.

LEAD GRAPHIC & WEB DESIGNER

Trinity Media | 2010 - 2015

- Designed mixed media and led web development; coordinated a small team of designers and copywriters.