



Technical Product Manager

OMAR ZAWIA ABELA

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Personal Information

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About Me

I am a Technical Product Manager with a strong foundation as a Technical Product Owner, experienced in owning the full product lifecycle, from idea discovery and requirement definition to delivery, optimisation, and performance measurement. Over the years, I've led complex, high-impact products in the iGaming, affiliate, and fintech (trading applications) sectors, consistently transforming business objectives into scalable, data-driven solutions.

My career began with a deep interest in user experience, graphic arts, and web development, which evolved into a passion for building digital products that balance functionality, usability, and commercial impact. As a Product Owner, I specialised in translating business needs into clear technical specifications, defining user stories, managing backlogs, and enabling efficient Agile delivery. My work required close collaboration with engineering, QA, design, DevOps, and commercial teams, helping to streamline processes, improve communication, and accelerate time-to-market.

Stepping into Technical Product Management, I expanded my scope from execution to strategy shaping product vision, prioritising outcomes over outputs, driving roadmap definition, and aligning stakeholder expectations across technology, marketing, data, compliance, and operations. I have managed products across the full SDLC and multiple regulatory environments, particularly in iGaming and fintech, where accuracy, performance, and compliance are critical.

In the iGaming and affiliate industries, I gained hands-on experience improving player experiences, optimising acquisition funnels, managing integrations with third-party data and feed providers, and delivering high-converting content and affiliate journeys. In fintech, I contributed to the development of trading applications, focusing on platform stability, real-time data flows, user onboarding, and regulatory requirements ensuring both technical robustness and user trust.

I am motivated by solving complex problems, improving user experiences, and creating products that deliver measurable business value. With a blend of technical fluency, analytical thinking, and customer-centric product leadership, I aim to drive innovation and make a meaningful impact in dynamic, high-growth environments.

Experience

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Find.co | Product Manager

Product Manager for Crypto Portfolio

May 2024 - Current

- ❖ Own, plan and execute Find.co's products development from conceptual stages through the full product lifecycle and ensure it is aligned to Find.co's roadmap
- ❖ Collaborate with key stakeholders to prioritize and incorporate feature requests into the product roadmap.
- ❖ Evaluate and propose business ideas that help grow and monetise the web product.
- ❖ Manage a team of developers and designers.
- ❖ Ensure timely release to high levels of quality, follow up with monitoring and team retrospective to adapt and learn.
- ❖ Set goals for the sprint, follow progress and address any production challenges.

Skills

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Personal

| | |
|-----------------|----------------------------------|
| Hire/Onboard | <div style="width: 100%;"></div> |
| Team Build | <div style="width: 100%;"></div> |
| Creativity | <div style="width: 100%;"></div> |
| Teamwork | <div style="width: 100%;"></div> |
| Leadership | <div style="width: 100%;"></div> |
| Organisational | <div style="width: 100%;"></div> |
| Communication | <div style="width: 100%;"></div> |
| Analytics | <div style="width: 100%;"></div> |
| Problem Solving | <div style="width: 100%;"></div> |

Agile

| | |
|--|----------------------------------|
| Requirements Gathering | <div style="width: 100%;"></div> |
| JIT, OKRs, Smart Goals, WSJF, STAR | <div style="width: 100%;"></div> |
| Scrum, Kanban, Sprint Planning, Measuring Team Efficiency + Velocity | <div style="width: 100%;"></div> |
| Retrospectives, Sprint Goals, Story Mapping + Weighting | <div style="width: 100%;"></div> |

Tools

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|--|----------------------------------|
| Relevance AI, Gamma AI, ChatGPT, Gemini | <div style="width: 100%;"></div> |
| GA4, Matomo, Piwik, Snowplow | <div style="width: 100%;"></div> |
| Salesforce, Cloudflare, Active Campaigns | <div style="width: 100%;"></div> |
| Braze, VWO, K6, Unbounce, ABTasty | <div style="width: 100%;"></div> |

RakeTech | Technical Product Owner

Leading the casino, sports and hybrid team. Owning the technical platforms of Europe's & Asia's affiliation sites

May 2021 - July 2023

- ❖ Work closely with the development team to implement the Product Owner's vision of a product or specific feature.
- ❖ Assist the product owner in breaking down user stories into smaller and achievable parts of work, taking technical findings from the development team and feature clarifications from the product owner into account.
- ❖ Identify potential blockers that may affect development work and work with developers and product owner to clear these blockers ahead of any upcoming sprints, giving developers a clear path to task completion.
- ❖ Ensure that the technical solutions being suggested meet the Product Owner's vision for the product or feature.

- ❖ Technically understand reasons for work estimates and come up with potential scope changes to assist the developer workload while adhering to the PO's vision.
- ❖ Assist the product owner in managing the product backlog for a portfolio of sites; create, manage and prioritise the product backlog.
- ❖ Identify and propose technical initiatives.
- ❖ Other ad hoc duties.

Red Acre | Product Owner

Owning Online Social Trading Platform

July 2020 - May 2021

- ❖ Researching, collecting and documenting project requirements.
- ❖ Analysing the market and competitor products.
- ❖ Working with UX and UI designers to define the customer experience.
- ❖ Document user stories together with the relevant acceptance criteria together with the development team.
- ❖ Work closely with the business stakeholders, understanding and documenting requirements, and keeping them updated with relevant progress and planning.
- ❖ Working closely with the development team to ensure delivery is timely and acceptance criteria is met, managing stakeholder expectations.
- ❖ Taking ownership of the roadmap for assigned products, managing the relevant backlog, ensuring prioritisation in line with business value.
- ❖ Contributing towards the vision of the product.

Azure Services | Senior Lead Front-End

Owning the websites, software and email campaigns for the company

Dec 2018 – April 2020

- ❖ Build new user-facing features
- ❖ Build reusable code and libraries for future use
- ❖ Ensure the technical feasibility of designs
- ❖ Optimise applications for maximum speed and scalability
- ❖ Form data validation
- ❖ Collaborate with team members and stakeholders
- ❖ Maintain and improve current websites
- ❖ Design mobile-based features
- ❖ Get feedback from, and build solutions for, users and customers
- ❖ Create quality mock-ups and prototypes
- ❖ Ensure high-quality graphic standards and brand consistency
- ❖ Stay up-to-date on emerging technologies
- ❖ Apply knowledge of SEO principles and browser testing
- ❖ Consume RESTful APIs as well as data in XML and JSON

EEL / Quasar Gaming | CRM Technical Product Owner

Owning the CRM product, managing the development team towards scrum completion

Sept 2016 – Nov 2018

- ❖ Continuously drive improvement in operational processes, increasing efficiency within the team and overall quality of output
- ❖ Develop and own a CRM technical platform for all CRM departments within the brands
- ❖ Act as the key point of contact for all technical queries within the department
- ❖ Coach, train and develop the content, affiliate and CRM teams on tools and software used within the department
- ❖ Gather user requirements, build campaigns and design emails
- ❖ Build landing pages for affiliates, performing in an agile cycle
- ❖ Improve SEO and conversions
- ❖ Work with main web technologies including HTML5, CSS3, Vanilla JS, ES6, AngularJS, Mustache, React
- ❖ Perform A/B testing on email campaigns and landing pages

Figma, Miro, Adobe

Animation, Typography

Regular Expressions, ECDL

Wordpress, Drupal, WIX

JIRA, Confluence, Notion, Airtable

Quality Assurance, Mobile & Responsive Design

Development Skills

API Consumption, API Auth, POSTMAN, CACHE Optimization

HTML/5, XML, SQL, JQL, REGEX, PHP, Python, React, JS, JQuery, Mustach, GRANT, AJAX

CSS/3, HAML, Tailwind, MUI, SASS, LESS

Teams Managed

Engineering

QA

SEO / GEO

Product

Design

Teams Worked With

Sales

Marketing

Content

Legal/Compliance

COO

Devops

What I Do

With over eight years of experience in web design and front-end development, I specialise in delivering products that focus on exceptional user experience and measurable business value. I'm skilled at navigating the full product lifecycle from gathering and refining requirements to designing, building, and validating front-end solutions within iterative, user-centric development cycles.

Throughout my career, I've had the opportunity to work within agile teams and also lead them as a Technical Product Owner in the iGaming sector. This role strengthened my ability to align stakeholders, translate complex requirements into clear user stories, prioritise effectively, and guide cross-functional teams toward impactful outcomes.

I am experienced in agile methodologies, scrum, unit and A/B testing, code validation, retrospectives,

Digital Brands | Freelance Promotion / UI Designer

Whitelabelling. Designing website banners

- ❖ Designing Affiliate Banners, in various dimensions for the website
- ❖ Designing data representation modules
- ❖ Software used: Photoshop, AI
- ❖ Maintain overall UX of the betting website
- ❖ Whitelabeling websites

Feb 2016 – Jan 2017

and continuous improvement practices.

Additionally, I've managed digital channels and grown online engagement through data-driven optimisation. I thrive in collaborative environments and enjoy transforming insights and requirements into scalable, high-quality products.

Talents**Wireframing
Mocking up****Web & Print Design****Vector Art****Web Engineering****Recognitions****Professional Scrum PO -
scrum.org****Distributed Management -
Remote How Academy****EU Anti-Money Laundering &
Counter Terrorism Financing
- Skillcast Group PLC****Art Exhibition Participation -
GCHSS****INT Seminar - Certified
Mentor****Drama/Scripting - 6 Years
Participation****Hobbies****AI Experimentation****Travel****Music****Swimming****Syspay | Web Integrator**

Providing efficient UX in search engine projects

- ❖ Wireframing/Designing online search engines
- ❖ Technology used: Photoshop/AI/SASS/Grunt/Mustache/Vanilla JS

Sep 2015 – Feb 2016

Alert e-Business (Deloitte) | Front-end Developer

Working directly with the client as a contractor

Jan 2015 – Sep 2015

- ❖ Designing/Developing front-end web/desktop applications

GFI | UX & Front-end Engineer

Intern UX engineer, part of an agile team delivering client product

Mar 2014 – Jan 2015

- ❖ Wireframing high fidelity designs & building front-end web apps using HTML, CSS, JavaScript libraries such as Highcharts

Microsoft Malta | Web Developer

Project based job - built microsoft malta website and internal event planning system

Sep 2013 – Aug 2014

- ❖ Building Microsoft Malta website in Orchard CMS using Matrix, .NET, Visual Studio, MVP, MVM
- ❖ Building the internal event planning system in Microsoft Visual Studio using the MVM approach

Freelance Front-end Engineer

Gather requirements, mock-up, design and build front-end

Oct 2007 – Mar 2013

- ❖ Worked for various clients of the company named Agreed technologies
- ❖ Direct contact with various clients collecting requirements

SITC/Michigan Tech/STEMU

Science Exhibition Coordinator

Nov 2007 – June 2010

- ❖ Working with Michigan Tech University in Houghton USA. Organizing science exhibitions

Languages

| Language | Listening | Reading | Spoken | Writing |
|----------|-----------|---------|--------|---------|
| Maltese | C2 | C2 | C2 | C2 |
| English | C1 | C1 | C1 | C1 |
| Italian | C1 | C1 | C1 | B2/C1 |
| Arabic | B1 | B1 | B1 | A2/B1 |
| Spanish | A1 | A1 | A1 | A1 |

Education

1 — Matriculation

- ❖ BSc (Hons) Software Development

2 — Advanced Studies

❖ Physics

❖ Mathematics

❖ Philosophy

❖ Information Technology

❖ Systems of Knowledge



Tennis

3 — Ordinary Studies

❖ Physics

❖ Mathematics

❖ ECDL Core

❖ Social Studies

❖ UX Course

❖ Computer Studies