

Tom Nicholls

Head of Design

Award-winning designer with 15 years across apps, websites and software.

Work Experience

Flawless • Head of Design

NOV 2024 – PRESENT

Lead a team of three designers. Designed two video editing products from scratch, taking each from first concept to shipped product, and validated the work through user testing with editors and post-production teams. In 2026 Flawless won the Lumière Award for Production Technology.

BP • Lead Service & Product Designer

SEP 2021 – NOV 2024

Led a team of designers and a researcher in the Innovation department, building digital products for sustainability and renewable energy: an air quality management tool for the UK government, a public-facing carbon footprint calculator, and a sensor system for pipeline safety in power plants.

M&S Food • Design Director

MAR 2021 – SEP 2021

Led a team of designers alongside M&S staff, stakeholders and suppliers to build a portal for food suppliers in line with new government regulations, covering order tracking, product management, financial oversight and support. The work earned the 'M&S Remarkable Team Award'.

AND Digital Agency • Lead Product Designer

JAN 2020 – FEB 2021

Built a team of researchers and designers to develop an international CRM and applicant tracking platform for Robert Walters.

Toyota — FAXI • Lead Product Designer

JUL 2019 – DEC 2019

Redesigned the information architecture and commuter matching for the FAXi carpooling app — a 14% increase in active users.

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Education

Psychology Diploma

Psychosynthesis Institute
LONDON • 2018 – 2019

Product Owner Certification

International Scrum Institute
LONDON • 2017

Degree (Hons) Music 2:1

Middlesex University
GUILDFORD • 2003 – 2005

Skills

Leadership

Strategic thinking • Vision & Business Acumen • Public speaker
• Data-Driven Decision-Making • Mentoring & coaching • Team collaboration

Service Design & Research

Systems thinking • Service Blueprints • Ecosystem Maps • User Flows • Impact Maps • Data Analysis • Multivariate Testing • Interviews • Focus Groups • Workshops

UX Design & Prototyping

User-centred mindset • Wireframes — Sketch, Figma • Interactive prototypes • Concept exploration • Accessibility

AI Prototyping

Claude Code • Figma Make • Prompt-led exploration • Rapid working prototypes for user testing • Evaluating AI tooling for design teams

UI / Visual Design

Comprehensive Design Language • Design System • Pattern Library • Motion Design • Promo Videography

Delivery & Ways of Working

Market understanding • Business requirements • Stakeholder liaison • Prioritising backlog — JIRA • Overseeing development • Design sprints • Managing workshops • Facilitating design reviews • Liaising with developers • Team management

Work Experience cont.

PureGym • Senior Product Designer

OCT 2018 – JUL 2019

Researched gym-goer routines and shipped a workout plan builder, attendance tracker, busyness indicator and new signup flow — an 8% increase in mobile memberships.

M&S • Lead Product Designer

MAR 2018 – OCT 2018

Redesigned the end-to-end experience for an AI personal styling service, adding machine learning from recommendation through to purchase.

Sage • Lead UX Designer

OCT 2017 – MAR 2018

Led the design team on Sage's flagship website, helping hundreds of thousands of visitors find the right product.

Bookatable • Product Owner & Designer

OCT 2016 – OCT 2017

Rebuilt the Bookatable iOS and Android apps — Product Owner for the restaurant booking back end, then design lead on the new B2C app.

Earlier roles

2007 – 2017

Premier Inn / UX Lead

Which Magazine / UX Designer

Crowdmix / Head of Product

Euromoney / UX Designer

rara Media Group / UX Designer

Universal Music / UX Designer

PRS / Business Analyst

Awards

Lumière Award — Production Technology

ADVANCED IMAGING SOCIETY • 2026

HPA Award — Innovation in Post-Production

HOLLYWOOD PROFESSIONAL ASSOCIATION • 2026

TIME100 Most Influential Companies

TIME • 2026

#5 in Film & Television

FAST COMPANY • 2026

Remarkable Team Award

M&S • 2021

Tools

Figma

UI DESIGN, PROTOTYPING

Sketch

UI DESIGN

Claude Code

AI PROTOTYPING

Figma Make

AI PROTOTYPING

JIRA

BACKLOG, DELIVERY

Miro

WORKSHOPS, MAPPING