Tom Nicholls

Head of Design

15 years designing consumer apps, websites and enterprise software, 6+ years leading design teams, and an AI-native way of working.

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Work Experience

Flawless AI • Head of Design

NOV 2024 - PRESENT • WEB APP & IOS

Head of the design function, leading a team of three designers across two AI SaaS products for film and television: generative visual dubbing and AI-assisted editorial. Took each from first concept to shipped product in under 12 months. Rebuilt the design process to be AI-native, with AI at the centre of research, concepting, prototyping and testing, and designers deciding what ships. Cut concept to user testing from four weeks to three days. Flawless won the 2026 Lumière Award for Production Technology.

Inchcape • Lead Product Designer

APR 2024 - NOV 2024 CONTRACT • WEB APP

Led the design of Optic, a web app that prices a ship's port call and tracks the job through to invoice, for port agents and pricing teams worldwide. Ran research and a feasibility study, specified pricing logic from hundreds of tariff documents, and designed a tariff builder so port owners edit pricing without a developer. Live in production.

BP • Lead Service & Product Designer

SEP 2021 - APR 2024 • WEB, IOS, ANDROID

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 offshore rigs. The calculator reached 40,000 users in its first quarter.

M&S Food • Design Director

MAR 2021 - SEP 2021 CONTRACT • WEB APP

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 portal now serves 1,200 suppliers, and the work earned the 'M&S Remarkable Team Award'.

AI-Native Practice

AI at the centre, designer as judge

Research, stakeholder insight and usage data feed an AI workspace set up with our design system and custom Claude skills. It supports every stage from ideation to release, turning ideas into working prototypes users can test in days; designers decide what moves forward.

Designing AI products

Generative AI and computer vision: LLM and agentic workflows, human-in-the-loop review, model evaluation with users.

Team enablement

Selected the tooling, wrote the working practices, coached three designers into AI-first delivery.

Skills

Leadership

Design leadership, Hiring, Performance management, Career frameworks, DesignOps, Mentoring and coaching, Vision and business acumen

Service Design & Research

Systems thinking, Service blueprints, Ecosystem maps, User flows, Impact maps, Qual and quant research, A/B and multivariate testing, Workshops

UX Design & Prototyping

User-centred mindset, 0-to-1 product design, Wireframes (Figma), Interactive prototypes, WCAG accessibility and inclusive design

UI / Visual Design

Design language, Design systems, Design tokens, Component libraries, Motion design, Promo videography

Delivery & Ways of Working

B2B SaaS and enterprise, Discovery and delivery, OKRs and north star metrics, Roadmapping, Stakeholder management, Backlog prioritisation (JIRA), Design sprints, Design QA

Work Experience continued

AND Digital Agency • Lead Product Designer

JAN 2020 - FEB 2021 CONTRACT • WEB APP

Built a team of researchers and designers to develop an international CRM and applicant tracking platform for Robert Walters, cutting task time by 40%.

Toyota • Lead Product Designer

JUL 2019 - DEC 2019 CONTRACT • IOS & ANDROID

Redesigned the information architecture and commuter matching for the FAXi carpooling app, increasing active users by 14%.

PureGym • Senior Product Designer

OCT 2018 - JUL 2019 CONTRACT • IOS & ANDROID

Researched gym-goer routines and shipped a workout plan builder, attendance tracker, busyness indicator and new signup flow, increasing mobile memberships by 8%, worth £1.4m.

M&S • Lead Product Designer

MAR 2018 - OCT 2018 CONTRACT • WEB

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 CONTRACT • WEBSITE

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 CONTRACT • IOS & ANDROID

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

Earlier roles

2007 - 2017

Premier Inn, UX Lead – 31% more bookings on the mobile app

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 for Production Technology
ADVANCED IMAGING SOCIETY, 2026

HPA Award for Innovation in Post-Production
HOLLYWOOD PROFESSIONAL ASSOCIATION, 2026

TIME100 Most Influential Companies (Flawless AI)
TIME, 2026

#5 in Film & Television (Flawless AI)
FAST COMPANY, 2026

Remarkable Team Award
M&S, 2021

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

Tools

Claude Code / Design
AI PROTOTYPING

Figma
UI DESIGN, PROTOTYPING

Figma Make
AI PROTOTYPING

After Effects
MOTION DESIGN

Illustrator
VECTOR, ILLUSTRATION

Storybook
DESIGN AND DEV HANDOFF

Maze
UNMODERATED TESTING

JIRA
BACKLOG, DELIVERY

Mixpanel
PRODUCT ANALYTICS

Miro
WORKSHOPS, MAPPING