

Nickolas



Kola

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Introduction

As a passionate design leader with over **thirteen years** of experience in product, web and mobile application design, I offer a proven track record leading large-scale projects and delivering impactful user experiences. I specialise in delivering high-quality design solutions, developing innovative UX research methodologies, and leading a design discipline while mentoring junior team members, fostering growth and excellence.

Strengths

- Over **13 years experience** in product, web and mobile application design
- Proven design practitioner at a lead level on large projects
- User research and usability testing specialist and advocate
- Extensive experience as both a project and discipline lead
- Mentor for junior and mid-weight designers
- Advocate for the design discipline at the executive level
- Expert in Figma, Miro, Sketch, XD, and various project management tools
- Takes personal responsibility over direction, deliverables and success of the design discipline as well as individual projects
- Passionate advocate of accessibility and a consistent WCAG ambassador

Experience

BlockPattern

Founder & Principal Researcher

November 2024 - Present

Founded a UX research agency leveraging proprietary frameworks to deliver precise user insights at scale through enterprise-grade research, specifically focusing on usability testing for product teams and moderated discovery interviews.

Client	Asset	Year
BUPA	myBUPA SUPR-Q Baseline Testing	2025
X15	Moderated Discovery Interviews	2025

Experience
Cont

10up LLC

Lead UX Designer, User Research & Testing

March 2024 - November 2024

10up LLC

Lead UX Designer

March 2021 - March 2024

Leading User Experience and User Research efforts, asset creation and delivery for 10up and its clients in the APAC, European and US market. Working remotely with team members across the world. Leading large scale projects for multinational clients, while representing 10up's core values as a thought leader, UX practitioner, and user research specialist and design discipline lead.

Client	Asset	Year
Microsoft Cloud Marketing	User Research & Usability Testing Lead, UXR Framework Development	2022 - 2024
CalMatters	Digital Democracy Product Design (UX, IA)	2024
Microsoft Education	Blog Property Redesign (UX, IA, CD)	2024
Microsoft Copilot	Blog Property Design (UX, IA, CD)	2024
Microsoft AI	Blog Property Design (UX, IA, CD)	2023
Microsoft Cloud	Blog Property Design (UX, IA, CD)	2023
Starbucks	Blog Property Design (UX, IA, CD)	2023
Salesforce	"Find My Instance" UX Design (UX, IxD)	2023
California Department of Health Care Access and Information (HCAI)	Website Redesign (UX, IA, CD)	2023
Microsoft 365	Blog Property Redesign (UX, IA, CD)	2022
Microsoft Research	Faceted Search & VOD Design (UX, IxD)	2022
Meta	Twisted Pixel Site Design (UX, IxD, IA)	2022
Stanford University	Stanford Medicine Magazine Design (UX, IA)	2022
California Department of Corrections	Corrections Redesign (UX, IA)	2022
San Francisco Government	San Francisco Retirement System Redesign (UX, IA, CD)	2022
Everbridge	Critical Event System Site Redesign (UX, IA, CD)	2022
Merck Pharmaceuticals	Web Portfolio Redesign (UX, IA)	2021

Providing Lead level UX, UI, Product & Service Design to the Product Agency and its clients, working primarily in Figma creating wireframes and prototypes for mobile and web based applications in varying levels of fidelity in a consultant capacity.

Client	Asset	Year
MobileMe	Mobile Application Design (UX, UI, IxD, Product)	2022
Tender Loving Cuisine	Website Redesign (UX, UI)	2022
	Custom CRM Design (UX, UI, IxD, Product)	2022
Multipli	Website Redesign (UX, CD)	2021

Sheridan Pty Ltd (Hanes Group)
Senior UX Designer

December 2020 - March 2021

As the senior UX designer at Sheridan Pty Ltd, I independently provided UX, UI, and digital design services on a short-term, ongoing contract. I designed desktop and mobile web pages and developed a comprehensive design library in Figma to support cohesive and efficient design workflows.

ASAP+ China
Principal Product Designer

July 2016 - July 2018

As the principal product designer, I led the product design discipline. I conducted workshops, developed proof-of-concept designs, and created comprehensive process flow documentation, requirement specifications, low-fidelity and high-fidelity wireframes, interactive prototypes, and detailed design documentation for two mobile-based products. Additionally, I conceptualised a backend CMS and developed service blueprints to support the overall product ecosystem.

Kola Consulting
Founder & Principal Designer

January 2011 - July 2016

Founded a product design consultancy, leading UX, UI, product, and service design for diverse clients, primarily in mobile app development. Oversaw in-house development of designed experiences, delivering over a dozen mobile and tablet applications across multiple platforms and more than 24 websites, primarily built on WordPress and hosted on self-managed cloud servers.

Qualifications	Bachelors of Design - Interaction Design <i>University of Canberra</i>	<i>Present</i>
	Certificate III in Information Technology - Networking <i>TAFE NSW Higher Education</i>	<i>2012</i>
	Higher School Certificate <i>Carlingford High School</i>	<i>2007</i>

Skills Matrix

	Last Used	Years Exp	Rating
Disciplines			
User Experience Design (UX)	2025	13	9
Interaction Design (IxD)	2024	13	9
Information Architecture (IA)	2024	10	8
User Interface Design (UI)	2024	9	7
UX Research (UXR)	2025	6	9
Content Design (CD)	2024	6	6
Discipline Leadership	2024	6	7
Stakeholder Engagement	2025	13	9
Tools			
Figma	2025	8	9
Sketch	2025	13	9
Adobe XD	2023	5	7
Miro	2025	7	9
Excel	2025	20	9
Notion	2025	3	8

Referees Available upon request.