Nickolas Kola

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UX, Product & Research Lead | Enterprise, Government & SaaS

Senior Product Designer with 15 years' experience designing complex web and mobile products across enterprise, government, and high-growth organisations. Hands-on across UX, UI, and product design, applying research and usability testing to improve product outcomes. Currently designing autonomous AI agent networks, bringing the same user-centred, evidence-led approach to operational workflows. Skilled at clarifying complex problems, designing practical solutions, and delivering reliable results in multi-stakeholder environments.

Core Expertise

- End-to-end UX, UI and Product design across discovery, definition, delivery and optimisation
- Specialist level UX research, usability testing and evidence-led design decision-making
- AI agent architecture design and autonomous system implementation
- Information architecture, interaction design and complex content ecosystems
- Design leadership, discipline development and mentoring
- Stakeholder engagement at senior, executive and c-suite level
- Accessibility advocacy and WCAG-aligned design

Professional Experience

UX/UI Lead · Multidots · May 2026 - Present

Lead UX/UI designer & researcher delivering large-scale digital platforms for multinational clients across APAC & the United States within a fully remote consultancy.

- Led hands-on UX, UI, Research and IA across complex content platforms
- Specialised in UX research and usability testing
- Advocated for, and ran, research within existing and new projects
- Collaborated closely with engineering, content and client teams across time zones
- Introduced and developed standards for the design discipline

Founder, Agentic AI Implementation · BlockPattern · Nov 2024 – Present

Founded an agentic AI training and implementation practice designing and deploying autonomous agent to SMB and enterprise.

- Design custom AI agent architectures from the ground up — roles, constraints, escalation paths, success criteria
- Deploy agents that observe, reason, act, and compound across operational workflows
- Lead end-to-end implementation: discovery, design, controlled deployment, and scale
- Partner directly with product, engineering, and leadership to embed agents where they deliver maximum leverage

Lead UX Designer, User Research & Testing· 10up LLC · Mar 2021 – Nov 2024

Lead UX designer & researcher delivering large-scale digital platforms for multinational clients across APAC, Europe and the United States within a fully remote consultancy.

- Led hands-on UX, Research and IA design across complex content platforms
- Specialised in UX research and usability testing
- Advocated for, and ran, research within existing and new projects
- Collaborated closely with engineering, content and client teams across time zones
- Contributed to design standards and mentored designers within project teams

Noted Clients: Microsoft (Cloud, AI, Copilot, Research, Education), Salesforce, Meta, Starbucks, and California Government.

Lead Product Designer · The Product Agency · Jun 2021 – Sep 2022

Provided hands-on UX, UI and product design services across web and mobile initiatives.

- Led discovery and UX/UI design for early-stage and scaling products
- Designed wireframes, prototypes and UI systems primarily in Figma
- Worked directly with founders and product leads to shape product direction

Lead UX Designer · Sheridan Pty Ltd · July 2020 – Mar 2021

Lead UX designer supporting digital design initiatives on contract.

- Designed UX and UI for desktop and mobile web experiences
- Built and implemented a Figma design library to improve consistency and speed

Principal Product Designer · ASAP+ China · Jul 2016 – Jul 2018

Hands-on principal designer leading product design for mobile-first platforms.

- Owned UX, UI and product design across discovery, concept and delivery
- Led workshops, created proof-of-concepts and defined service blueprints
- Designed and conducted research activities to verify concepts
- Designed two mobile products and supporting backend CMS

Founding Product Designer · Kola Consulting · Jan 2011 – Jul 2020

Founded and ran a product design consultancy delivering UX, UI and product design services.

- Designed and delivered mobile apps and web platforms across multiple industries
- Led UX, UI and front-end collaboration from concept to launch
- Designed and conducted research activities post product launch
- Delivered 12+ mobile applications and 24+ websites

Noted Clients: Homes NSW

Education

Certificate III – Information Technology (Networking)
TAFE NSW Higher Education

Higher School Certificate
Carlingford High School

Referees available upon request.