

# Mark Preston

## AI-Native Product Design Leader

hello@markpreston.co - Tucson, AZ (Remote)

I'm getting close to mad scientist territory; my creations have creations. After nearly 20 years across the product design spectrum, the last two years have changed everything. AI has allowed me to close the gap between idea and reality. Now, with two decades of systems thinking, product judgment, and leading through ambiguity in my back pocket, I know how to lead, what to build, and why it matters. I am actively seeking Staff- or Lead-level roles that embrace this new frontier, combining technical AI workflows with strategic leadership.

**Skills & Strengths** – *Product Design Leadership. Design Systems. Systems Thinking. Cross-Functional Alignment. Platform & High-Traffic Design. Executive Storytelling & Buy-In. AI Agent Architecture & Governance. Figma & Design Tooling. Prompt Architecture & AI Workflows.*

### Product Design Leader — HP Aug 2021 – Present

- Design lead for HP's support website, owning design, systems, and quality, while leading a mixed-seniority design team through complex, ongoing delivery across HP's high-traffic support platform.
- Introduced and advocated for a shift in sales-at-support strategy through a cartridge compatibility upsell opportunity, **generating \$1.5M+ incremental YoY revenue** and contributing to a broader move toward contextual, user-aligned monetization.
- Within 12 months, led a full brand rollout for HP's support website, delivering a complete site redesign and new design system to replace fragmented, page-level UI with a scalable foundation.
- Evolved the design system to adopt HP's global design system tokens and components, leading cross-team and executive alignment through clear storytelling and implementation planning, laying the foundation for future implementation in code.
- Maintained high-quality design delivery through workforce reductions, changing resourcing models, shifting priorities, and org changes, keeping larger initiatives on track and serving as a trusted design partner to product, engineering, and leadership.

### Founder & Principal Designer, AI Systems & Products — n'co studio Feb 2014 – Present

- Designing and governing multi-agent systems, building AI-powered design tooling, and software products.
- **Current work:** Massimo, one app for product teams to co-create with AI agents across all product surfaces.
- Built a Claude powered Chrome extension for live frontend web editing. Turning browsers into design tools.
- Leading client design strategy and delivery across digital products, platforms, and brand systems - from early-stage definition through launch, operations, and refinement.

### Senior Product Designer — BRINK Apr 2017 – May 2021

- Led end-to-end product design across multiple client engagements, working from discovery through delivery in a fast-paced agency environment.
- Delivered an Uber splash page with an interactive map illustration in four weeks. Iterating on design, experimenting with code, planning content, and collaborating with the client - all while managing multiple other projects - and still delivered a quality product, on budget and on time.
- Partnered closely with product and engineering to translate business goals into clear, scalable user experiences across all client projects.

**Earlier Experience:** UX Designer / UX Design Lead roles — United Nude, A Goto B, and others (since 2007)

## *n'co studio Projects*

### Massimo

**One team, one app.** Massimo is a multi-agent governance model and interface for human product teams to collaborate with AI agents across all surfaces of the product creation cycle. 1.0 was built around managing 30 agents across 24 hooks, 12 gates, 36 decisions, 10 contracts, 13 workflow types, and 88 governance files. Designed through iteration and experience to keep AI agents in line and on task.

[Read the article](#)

### Chrome Frontend Editor

A Claude-powered Chrome extension that allows users to edit any website's frontend DOM and styling using a Figma-style toolbar and devTools panel, including an integration file for local repos that maps compiled frontends to source code. Simply edit in the browser and submit via MCP to Claude at the click of a button, saving hours of conversation and manual descriptions, for low token usage and high productivity.

[Read the article](#)

## *Additional Projects*

### The Skateboard Foundation - *Founder, Chair of the Board*

I founded a non-profit for the skateboard community in 2023, focused on bringing the community together to share our collective wealth and compassion. Centered around community engagement via social media and collaborative content creation, with posts reaching up to 260K views per post, and over 10k likes each. A fun and challenging project I wrapped up in early 2025.

### The Drone Circuit - Founder

In 2015, I founded an FPV drone-racing brand, designing and manufacturing race-track equipment for FPV drone-racing pilots. Designed for high visibility in low-resolution video feeds, easy setup, and with built-in LED lights. Leading product design, branding, marketing, business development, customer service, customer engagement, and revenue growth - **I generated over \$25k in 24 hours on our first sales event**, going on to sell all 1500 units of inventory with a net profit margin of ~20% before closing the company in 2018.

---

## *Background Information*

Born & educated in  
**United Kingdom**

2006, began my design career  
**Guangzhou, China**

2016, immigrated to the  
**United States**

During that time, I have raised an amazing 14-year-old daughter, become a US citizen, gained a cross-cultural perspective, and deepened my professional skills, which all influence and contribute to my approach and leadership style. I'm now looking for the next chapter and the right team.