

Preston Bezant

Senior Product Designer | Ships Working Prototypes with AI | Design Systems

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SUMMARY

Senior product designer with 15 years across enterprise and 0-to-1 products. I design the experience and then ship it as working, deployed software — using AI-assisted development to turn my designs into real, functional prototypes instead of stopping at a spec. I've designed product experiences at Visa and Lowe's, built and maintained design systems, and most recently co-founded StructureSense, where I owned three products end to end: client requirements, interface design, and the working product behind them. I do my best work in the ambiguous V0-to-V1 phase, where the problem isn't defined yet and something real has to exist at the end of it.

EXPERIENCE

StructureSense — Co-Founder & Product Designer

January 2025 – Present | Austin, Texas

- Owned three IoT products end to end — turning client needs into requirements, then designing the operator-facing dashboards and interfaces.
- Designed and shipped the UI for a real-time location dashboard (device fleet, live tracking, floor-plan calibration, zone configuration) used to run a 50,000 sq ft warehouse deployment.
- Turned designs into working, deployed software with AI-assisted development, validated in a live client proof-of-concept.
- Delivered the supporting firmware and hardware (ESP32 microcontrollers, a Class C LoRaWAN control library, and BLE-based RTLS with sub-meter accuracy) to ship the product end to end.
- Accelerated delivery ~40% using AI-native workflows (Claude, VS Code).

Lowe's Companies, Inc. — Senior Product Designer

February 2022 – October 2024 | Austin, Texas (Remote)

- Led design decisions and tactical UX for product groups — design maps, user journeys, wireframes, prototypes, and comps.
- Partnered with UX, Product, and Engineering to ship cohesive customer and associate experiences across the portfolio.
- Managed visual and interactive assets within the Lowe's Digital design system to keep the product portfolio consistent.
- Mentored junior designers and provided creative approval on team deliverables.

Verbosity — Senior UX Designer

September 2021 – February 2022 | Remote

- Collaborated with product and engineering to shape product direction, visuals, and user experience.
- Conducted user interviews and translated insights into wireframes, prototypes, and specifications.
- Managed visual design from concept through engineering hand-off.

Visa — User Experience Designer

March 2020 – July 2021 | Austin, Texas

- Produced low- and high-fidelity designs (Sketch, InVision) as part of comprehensive design solutions.
- Extended existing work and design systems for consistency and scalability across products.
- Advanced accessibility features and documented agile iteration cycles.
- Applied atomic design principles to build cohesive interface systems.

Harland Clarke — Interaction Designer

November 2017 – December 2019 | San Antonio, Texas

- Defined user interactions for web applications across brands and devices, working with usability analysts, UX designers, and stakeholders.
- Created design flows, wireframes, and interactive prototypes; facilitated developer hand-off.
- Adapted designs across form factors (phone, tablet, desktop) through iterative design.

Konverge Austin Technology — Lead UX/UI Designer

August 2017 – December 2017 | Austin, Texas

- Led the application design process for Wahez, defining the UX and UI vision.
- Gathered product requirements with PMs and owners; translated them into responsive wireframes and high-fidelity comps.

Tripchamp — UI/UX Designer

April 2016 – May 2017 | Austin, Texas

- Created user flows and redesigned interfaces to be responsive across screens.
- Linked design strategy to business outcomes; assisted in quantitative and qualitative user research.

EDUCATION

Austin Community College — A.A.S., Design and Visual Communications (2014–2016)

Oklahoma State University — B.B.A., Management Information Systems (2006–2011)

SKILLS

Design: Figma · Adobe Creative Suite · Sketch · UX/UI · Wireframing · Prototyping · Design Systems · Atomic Design · Accessibility (WCAG) · Responsive Design

AI-Assisted Prototyping & Build: Claude · VS Code · turning designs into working, deployed prototypes · design-to-production handoff

IoT & Embedded (built at StructureSense): LoRaWAN · BLE/RTLS · ESP32 · Helium · TTN · Datacake · DMX512

Other: Agile/Scrum · Product Photography · 3D Printing / CAD

CERTIFICATIONS

Learning Design Thinking