Anthony Preston

Product Manager · Designer · Builder

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Product manager and designer with twenty-five years of building for the web, including nearly twelve at IDEXX on veterinary telemedicine, imaging, and connected ECG. I redesigned the tools veterinary practices use to send cases and the tools specialists use to read them, then managed CardioPet, an ECG system that pairs machine learning with specialist review. I still prototype and build: right now Bloom, a weather display, co-created with Keith Hopper, and Wayside, a farm-stand finder.

EXPERIENCE

Bloom and Wayside

Nov 2025 – Present

- Bloom: co-created with Keith Hopper. Turned his product thesis into a working alpha weather display, built in JavaScript and HTML Canvas on live NOAA data. Lead design and front-end development.
- Wayside: designed and prototyped a farm-stand map on MapLibre and OpenStreetMap, with search, filters, and a flow for adding listings.
- Set up an AI agent workflow: repo instructions, a custom PRD-interview skill, session handoff notes, and automated release screenshots. Product and visual decisions stayed human.

Product Manager III · IDEXX

Apr 2023 – Nov 2025

Working title: Telemedicine Product Experience Manager

Westbrook, Maine

- Led product management for CardioPet, a connected ECG system with machine-learning results in minutes and cardiologist review.
- Worked with a third-party partner on the CardioPet hardware and capture software.
- Set the CardioPet roadmap with engineering, design, radiologists, and cardiologists, using customer research and prototyping to balance adoption, clinical risk, and human-in-the-loop review.
- Managed customer-facing VetMedStat workflows, the tools practices use to submit cases and receive reports.

Senior Interaction Designer (Staff) · IDEXX

Oct 2017 – Mar 2023

Westbrook, Maine

- Led UX design and research for VetMedStat, the telemedicine platform used by veterinary practices, IDEXX specialists, and internal teams.
- Redesigned the specialist reading and reporting tools for radiology and cardiology. Specialist reading time dropped by about half.
- Redesigned case submission for practices, bringing patient details, images, and service selection into one flow and showing price and turnaround time before a case is sent.
- Ran interviews, shadowing, workflow studies, and usability tests with practices and specialists.

SKILLS

Product strategy and definition

Clinical and complex workflow design

UX research

Interaction and visual design

Data visualization

Prototyping and designing with code

TOOLS

Figma

Jira

Datadog · FullStory

Adobe Creative Suite

HTML, CSS, JavaScript

Claude, GitHub Copilot, ChatGPT, Google Antigravity

EDUCATION

Marlboro College, Graduate Center · Brattleboro, VT
M.S., Internet Technology · 2003

Marlboro College · Marlboro, VT
B.A., Documentary Film and Digital Media · 2000

CERTIFICATE

AI for Health Care: Concepts and Applications, Harvard T.H. Chan School of Public Health, 2023

UX Designer (Contractor) · IDEXX Mar 2014 – Oct 2017

Westbrook, Maine

- Designed early submission, imaging, and interpretation workflows for IDEXX Telemedicine that later versions built on.
- Built and tested interactive prototypes with veterinary practices and specialists.
- Designed multi-device workflows and reusable interaction patterns adopted across teams.

Director of Product Design · CashStar May 2013 – Feb 2014

Portland, Maine

- Responsible for customer experience across all product groups, for clients including The Home Depot, Starbucks, Williams-Sonoma, Gap, Sephora, and Staples.
- Led design and feature development for a mobile eGift SDK that let clients add gifting to their own apps.
- Product owner for the Tactile Recipient Experience, an interactive unwrapping experience designed to raise gift conversion.

Product Designer and UI Developer · CashStar Sep 2010 – May 2013

Portland, Maine

- Led design and feature development for the consumer eGift purchase and recipient experience, used by more than 200 brands.
- Onboarded and launched more than 30 brands on the platform.
- Built high-fidelity prototypes for research, client presentations, and sales.

Earlier 2001 – 2010

Creative director and UI developer at Shortbord. Product design lead and senior UI developer at Helium, joining as its 10th employee. Independent designer and consultant: designed and built the first website for Ambient Devices, and worked with enContext on projects for athenahealth and Boston's Institute of Contemporary Art.