MARK HAZLEWOOD

Staff Product Designer

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SUMMARY

Staff product designer at HubSpot, working as a design technologist, and a former software engineer. Ten years on HubSpot's platform and app ecosystem, now designing AI agent products. Prototypes in the production design system and runs design work through agent loops with independent verifiers.

EXPERIENCE

Staff Product Designer

Feb 2016 - Present

HubSpot

Cambridge, MA

Agentic Experience, 2026 to present

- Lead designer for an AI product. Built the main design artifact as a coded prototype in the production design system (about 100 commits, 30,000 lines, 12 variants), with a written spec and a built-in research mode.
- Designed and built a personal agent system for design work: 6 self-checking loops with independent verifier agents, reversibility gates, 36 skills, and enforcement hooks. 35,000+ tool calls and 651 subagents in six months.
- Built an agent pipeline that turns code or screenshots into design-system Figma specs (3 input paths, 146-component catalog, about 40 eval cases, final scores 85 to 90/100, from my own verifier agent). Archived it on purpose in favor of Figma Code Connect.
- Surveyed 21 front-end engineers across 11 product areas about design handoff. The findings were cited in the design-tools guidance that followed.
- Ran an API card sort with 28 external developers. Analyzed it with clustering, PCA, and an Adjusted Rand Index (best match 0.565). Primitive-aligned structure won.
- Authored and published 10 usability heuristics for AI agents as users of APIs, CLIs, and MCP tools, with a crosswalk to 8 existing frameworks.

App Ecosystem, 2017 to 2026

- Led design strategy to merge HubSpot's two app models into one developer platform, launched at INBOUND 2025. The migration then moved hundreds of thousands of legacy developer accounts onto it.
- Primary designer for moving public apps onto the projects framework, which brought React-based app cards to marketplace apps. Early access Sep 2024, public beta Dec 2024.
- Only designer on HubSpot's public Developer MCP AMA panel. Did UX on the Local Developer MCP Server setup and errors.
- Led the developer platform design team as a player-coach from 2021 to 2023 while keeping my own design work. Managed 4 product designers (3 at a time), hired 1, and helped onboard content design, research, and design management as the UX team grew from 3 to 9.
- Lead designer for Developer Projects and the CRM development tools (projects, private apps, sandboxes, CRM cards, GitHub deploys), public beta Sep 2022. Co-presented the new toolbox at HubSpot.Extend() 2022.
- Conceived and designed Private Apps, the scoped-token model that replaced account-wide API keys for HubSpot customers (GA Nov 2021). Key-based API traffic fell by more than 99.9% after the key sunset.
- Designed HubSpot's granular OAuth scopes and the migration that moved more than ten thousand apps to least-privilege scopes with no reinstall (Nov 2021).
- Redesigned the IA of HubSpot's developer docs (close to 500 pages) after a tree test, open and closed card sorts, interviews, and usability tests. Shipped with CRM API v3 (preview Jan 2020, GA Mar 2020).
- Wrote the 2021 developer platform experience vision: one developer home, projects as the shared build model, and the CLI as the main toolbox. It set the direction for the projects framework and the 2022 developer tools beta.
- Sole product designer for HubSpot's native Shopify integration and the Ecommerce Bridge API, announced at INBOUND 2017.

STRENGTHS

Prototypes in real code

Builds coded prototypes in the real design system and toolchain, so engineers build from working software.

Agents that check their work

Every agent loop has an independent verifier and a rule for which decisions wait for a person.

Engineer first

More than seven years as a software engineer and tech lead before design. Reads and writes the code.

SKILLS

TypeScript · React · HTML/CSS · Supabase/Postgres · Design systems · Coded prototyping · AI agent orchestration · Claude Code · MCP · Evals and rubrics · Playwright · Git · Figma

PUBLICATIONS

Visual Attention and Motion Design

Inside Design by InVision, re-published at markhazlewood.design

03/2018

On the considerations of human visual information processing for motion design in digital interfaces.

markhazlewood.design/writing/visual-attention-and-motion-design

Platform Infrastructure, 2016 to 2017

- Designed HubSpot's internal build, deploy, and run tools used by its engineering org, and unified their terminology into one model. Co-wrote the motion design principles with the design system team, and wrote timing guidelines for HubSpot's product design system.

UX Designer
2014 - 2016

Acquia — Boston, MA

Usability Engineer
2012 - 2014

SRC, Inc. — Syracuse, NY

- A radar interface redesign raised measured usability by 30%.

Software Engineer
2006 - 2012

SRC, Inc. — Syracuse, NY

- Built GIS and radar command and control interfaces in C++, C#, and Java (DirectX/OpenGL). Tech lead for 3 to 5 engineers for part of this time.

EDUCATION

M.S. Human-Computer Interaction
2008 - 2013

Rochester Institute of Technology

B.S. Information Technology
2002 - 2006

Rochester Institute of Technology

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