

Christopher Terterian

Senior Product Designer · Design Systems

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Summary

Product designer since 2017, specializing in design systems.

Experience

Logan Hollowell Jewelry · Los Angeles, CA

Senior Product Designer · 2024 – Present

- Built the design system the storefront was rebuilt on, partnering with design engineer Vasken Mouradian: 109 custom sections shipped in seven weeks (Mar–Apr 2026).
- Consolidated dozens of near-duplicate buttons and headings into one component library in Figma and the Shopify theme (Liquid, CSS), with variants and accessible states, backed by 254 design tokens in three tiers.
- Established governance: peer-reviewed change proposals, a design-changes Slack channel, and Git versioning. Merged five stylesheets into one, removing 3,218 duplicate CSS rules, verified by a visual regression tool I built.
- Co-built a Storybook with Vasken that renders components from the theme's own code, so documentation can't drift from the live site, with each Figma frame alongside.
- Drove adoption to 92% of component instances in Figma design files coming from the library.
- Structured the system as context for AI coding tools (Claude Code), with automated checks that catch drift; now my primary development workflow.

Product Designer · 2020 – 2023

- Ran storefront UX research (eight participant interviews, heatmap analysis, and card sorting) and carried the findings through to production designs.

- Redesigned the homepage, product pages, and checkout, including consolidating a multi-step checkout into a single page; conversion rate improved ~18% in the period following launch.
- Designed the wishlist experience, which became a seven-figure attributed revenue channel in its first year.
- Led the AR virtual try-on integration, which returned 6.5× ROI in its first month.

Terterian Designs · Product Designer · 2017 – 2020

- Bedell Property Management: designed an iOS and Android landscape-care app, from a plant inventory mapped to each property to in-app plant purchasing.
- Built design systems for The Clean Bean and Dgistics.

Skills

- **Design systems:** Figma (variables, libraries), design tokens, theming, component libraries, Storybook, documentation, governance, design-to-code parity, visual regression testing, adoption audits
- **Design:** UX strategy, research, interaction design, information architecture, prototyping, mobile (iOS/Android)
- **Development:** Shopify (Liquid, custom themes), HTML, CSS custom properties, Git
- **AI:** Claude Code, Cursor, AI-assisted design-to-code workflows

Education

- AI and Design Systems; Subatomic Design — Brad Frost · 2026
- Interface Design Certificate — Shift Nudge · 2025
- Design Systems 101 — Design Systems Academy · 2024
- B.S. Business — Western Governors University · 2019