Chris Terterian

Senior Product Designer

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SUMMARY

Senior Product Designer with nine years of experience designing and building e-commerce products. For the last six years I have been at Logan Hollowell Jewelry, where the storefront I designed and built in 2026 increased online store sales about 20%.

EXPERIENCE

Senior Product Designer, Logan Hollowell Jewelry

2024 – Present · Los Angeles, CA

- Designed the new storefront (2026) end to end and built it in Shopify with our design engineer. Online store sales increased about 20% in 2026.
- Worked directly with the CEO, COO and Marketing Manager from first concepts through launch.
- Designed the homepage so visitors land on the collection the ad showed them, and returning visitors see the pieces they already viewed first.
- Designed and coded three shopping guides, as Shopify pages, composed of custom coded sections in Liquid and CSS.
- Built the design system the storefront was rebuilt on: 254 design tokens in three tiers and a component library in Figma and the Shopify theme. 109 custom sections shipped on it in seven weeks (March to April 2026).
- Built a Storybook that renders components from the theme's own code, and a visual comparison tool that checks 33 pages at 3 screen sizes on every change.
- Wrote the design system's rules and automated checks so AI coding tools (Claude Code) produce code that follows the system, and reviewed every change before it shipped.

Product Designer, Logan Hollowell Jewelry

2020 – 2023 · Los Angeles, CA

- 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 about 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 figures in its first year.

PROJECTS

The Clean Bean, Product Designer (Solo)

2026 · thecleanbean.com

- Designed and built a store for new parents on Shopify: the front end, the design system, and the app and database behind the gift registry and the community.

- Replaced Shopify app store apps with a registry builder, one customer account, product pages organized by a child's age, and community gatherings.
- Built the design system from nothing: 55 components in 389 variants, 823 variables, 10 patterns and three page templates, with tokens in GitHub compiled to CSS and synced to the store's theme and to Figma.

Natural Design System, Product Designer (Solo)
2026 · github.com/chris-terterian/natural-design-system

- Designed and built an open-source design system with AI tools, published on npm with a public Storybook: 24 components in two brands, Light and Dark, all passing WCAG AA.
- Wrote the system's rules as checks AI tools must pass: Figma-to-code parity, contrast, accessibility and reduced-motion gates, plus a server that lets an AI agent check its own work at each step.
- Recorded 39 design decisions in a public log, each with how it was proved.

SKILLS

Design: Product design, Figma, UX research, interaction design, information architecture, prototyping, responsive web, mobile (iOS and Android), accessibility (WCAG 2.2 AA)

Build: HTML, CSS, JavaScript, Shopify (Liquid, custom themes, sections), React, TypeScript, Storybook, Git, GitHub, npm

Design systems: Figma variables and libraries, design tokens, theming, component libraries, documentation, governance, design-to-code parity, visual regression testing

AI: Claude Code, Cursor, AI-assisted design-to-code workflows

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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