

Christopher Terterian

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SUMMARY

Senior Product Designer with 5+ years leading end-to-end UX and UI across web and mobile, specializing in product design, design systems, and AI-assisted workflows. Hands-on with development, which lets me carry an idea from concept through to production. I partner closely with engineering and marketing to ship work that moves the numbers — ~40% growth in online sales, ~60% lift in conversion, and 6.5x ROI on an AR/VR feature launch.

EXPERIENCE

Senior Product Designer2024 – Present

Logan Hollowell Jewelry

- Led end-to-end product design — research through production — for web and mobile, contributing to ~40% increase in online sales and 15% lift in engagement.
- Architected a design system of 120+ tokens and reusable components, standardizing brand consistency across all digital touchpoints.
- Built and shipped custom Shopify components in Liquid and CSS, bringing design intent straight through to live implementation.
- Integrated AR/VR virtual try-on, achieving 6.5x ROI within the first month and positioning the brand as a digital innovation leader.
- Embedded AI-assisted workflows to accelerate research synthesis, prototyping, and QA cycles.
- Partnered with engineering, marketing, and production to align product roadmap with business outcomes.
- Mentored designers and authored documentation standards that reduced onboarding time across the team.

UX Designer / Web Specialist2023 – 2024

Logan Hollowell Jewelry

- Redesigned homepage, checkout, and product pages — driving ~60% increase in conversion rate.
- Ran end-to-end UX research: user interviews, heatmapping, card sorting, competitive analysis, and heuristic evaluation.
- Established the foundational design system, later scaled into the full token-based architecture used today.

SKILLS

Design: UX Strategy, Design Systems, Interaction Design, Mobile Design (iOS/Android), Visual Design, Information Architecture

Development: Shopify (Liquid, Custom Themes), CSS + Design Tokens, HTML, Figma, Cursor, Claude, Responsive Prototyping

Process: User Research, AI-Assisted Workflows, A/B Testing, KPI Analysis, Product Strategy, Stakeholder Collaboration

EDUCATION

B.S. Business — Western Governors University	2019
Shift Nudge Interface Design Certificate — Shift Nudge	2025
Design Systems 101 — Design Systems Academy	2024
Meta Front-End Developer Certificate — Coursera	2023