

Christopher Terterian

Senior Product Designer · Design Systems

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SUMMARY

Product designer since 2017, specializing in design systems. I work in Figma and in production code, so the system I hand off is the one that ships, designed for both the people and the AI tools that build from it.

EXPERIENCE

Logan Hollowell Jewelry 2020 – Present

Senior Product Designer, 2024 – Present · Product Designer, 2020 – 2023

Design System

- Built the design system that Vasken Mouradian and I, the team's two product designers, rebuilt the storefront on: 109 custom sections in seven weeks (Mar–Apr 2026).
- Built a Storybook with Vasken that renders components from the theme's own code, so docs can't drift from the live site, with each Figma frame alongside.
- Replaced dozens of near-duplicate buttons and headings with one component library in Figma and the Shopify theme (Liquid, CSS), with variants and accessible states, backed by 254 design tokens in three tiers as Figma variables and 107 CSS variables.
- Ran governance: every change proposed and peer-reviewed, tracked in a Slack design-changes channel, and versioned in Git. Merged five stylesheets into one, removing 3,218 duplicate CSS rules, verified across 60 screens by a tool I built.
- Measured adoption: 92% of components in Figma design files come from the library.
- Designed the system as context for AI coding tools, with checks that catch drift; 94% of my theme commits since March 2026 used Claude Code.

Website & Mobile App

- Led storefront design from research (eight participant interviews, heatmaps, card sorting) through production; online sales grew ~40% year over year.
- Redesigned the homepage, product pages, and checkout (multi-step to single page), driving a ~60% increase in conversion rate.
- Designed the wishlist experience, a seven-figure attributed revenue channel in its first year, and led the AR virtual try-on integration, which returned 6.5× ROI in its first month.

Product Designer — Terterian Designs 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.
- 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	In progress
Interface Design Certificate — Shift Nudge	2025
Design Systems 101 — Design Systems Academy	2024
B.S. Business — Western Governors University	2019