

Christopher Terterian

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Los Angeles, CA

PRODUCT DESIGNER

Product Designer who conceptualizes and crafts digital products, while helping companies grow and expand their impact.

I've worked within multiple industries and sectors, such as e-commerce, B2C, and more. I devote time to learning, and growing my skill set.

TOOLS & SKILLS

Figma
ProtoPie
Adobe Creative Suite

UX Research & Strategy
UX Design
UI Design

Wireframes
User Testing
HTML/CSS

PROFESSIONAL EXPERIENCE

UX Designer/Web Specialist

2023 - Present

Logan Hollowell Jewelry, Santa Monica, CA

Logan Hollowell Jewelry is a fine jewelry company based out of Santa Monica, CA.

- Conducted comprehensive user research using various methods such as user interviews, heat mapping, card sorting, affinity maps, competitive analysis, and heuristic evaluation. Gathered valuable feedback on the current state of the website, gaining deep insights into user preferences and behaviors.
- Developed sketches, low-fidelity prototypes, and high-fidelity prototypes to visualize design concepts and interactions. Implemented approved changes via custom code.
- Executed user testing sessions to validate design decisions and iterate on designs based on user feedback. Incorporated user insights into the design process to enhance the overall user experience.
- Implemented user-centric design changes on the Shopify website, including a wishlist, homepage and product page redesign, resulting in a ~ +50% increase in conversion rate.
- Led a team workshop to gather insights, on the design of the Landing Page for Collections.

UX Designer

2022 - Present

Terterian Designs, Remote

Design for local and national brands from setting initial brand guidelines to designing end-to-end mobile apps and websites. Collaborate with stakeholders to align customer experience and business needs, allowing companies to stand out from the competition.

- Worked with a Michigan-based landscaping company to design a mobile application experience, utilizing user research, wireframes, low and high-fidelity prototyping, projected sales growth of 5%.
- Led a social media community website project, increasing engagement and users by projected 12% in 6 months. Features included: Blog, Post Feed, Online Courses, Certificates of Completion, Groups, Private Messaging, and more.
- Conducted user research by iteratively testing using low-fidelity and high-fidelity rapid prototyping tools to gain insights into user needs and preferences.

UI/UX Designer

2022

Monarchic, Remote

Monarchic is a B2C e-commerce ladies watch company, based in New York, NY.

- Conducted user research by testing low-fidelity and high-fidelity prototypes, to gain user insights and shopping preferences.
- Create low-fidelity and high-fidelity prototypes utilizing Figma, to increase customer interaction.
- Implemented the changes to the website utilizing Shopify, custom HTML, and custom CSS.

UX Designer

2008 - 2019

Crysta Digital Agency

Opened Crysta Digital Agency, a website design and digital marketing company. I specialized in UX and Product Design for various industries.

- Utilized UX/UI design principles to design and build out a mobile app for a restaurant chain, resulting in a projected increase of 20% in online orders in 6 months.
- Designed and developed a website and social media marketing plan for a local jewelry retailer, that increased sales by 15% in 6 months.
- Consulted companies to identify pain points and design solutions to improve brand identity and digital marketing strategies.

EDUCATION

Western Governors University

B.S. - Business

Coursera

Google UX Design Professional Certificate

Coursera

Meta Front-End Development Professional Certificate

Design System University

Design Systems 101
