CHRIS SAGHERIAN

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SUMMARY

Senior product designer and full-stack engineer with 15+ years shipping production SaaS and web platforms — equally at home in Figma and in code. Most recently designed, built, and launched **Lattia**, a multi-tenant SaaS donation platform (Laravel, Stripe Connect), and **LuxList**, an AI-native luxury real-estate search built in **React 19 + TypeScript** and deployed on **Vercel** with a Claude-powered natural-language query parser. Previously led UX and conversion design at American Financing, driving an 8% average lift across redesigned landing pages through a structured A/B testing program. Strong in product design, design systems, Figma craft, and partnership with product and engineering — comfortable shipping intuitive experiences for complex workflows.

TECHNICAL SKILLS

- **Design Tools:** Figma (Auto Layout, variants, variables, libraries, tokens), Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
- **AI & Workflow:** Claude, ChatGPT, Midjourney, Anthropic API integration, prompt engineering — applied across design ideation, prototyping, content generation, and code review
- **Front-End & UI:** React 19, TypeScript, Vite, Tailwind CSS, React Router, Bootstrap 5, responsive web design, accessibility (WCAG), mobile-first design, design systems
- **Languages & Frameworks:** JavaScript, TypeScript, PHP, Laravel 11, jQuery, HTML5, CSS3, MySQL, Blade
- **Infrastructure & APIs:** Vercel (serverless functions), Git / GitHub, Laravel Forge, Amazon SES, Stripe Connect, Stripe API, Vimeo, Google OAuth
- **CMS & Platforms:** WordPress, Luminate Online (Blackbaud), Raiser's Edge
- **Marketing & Analytics:** Google Analytics 4, Meta Pixel, A/B testing, email marketing automation, SEO, conversion rate optimization

PROFESSIONAL EXPERIENCE

Senior Product Designer & Full-Stack Engineer June 2025 – Present

Independent (Lattia, LuxList, VNA Texas) — Remote

Designed, built, and launched **Lattia**, a multi-tenant SaaS donation and e-commerce platform serving nonprofit organizations. Sole designer and engineer end-to-end: UX/UI, design system, architecture, full-stack development, payment infrastructure, and growth. Active production clients include The Baby Pantry and Franklin Hill, with additional nonprofits in onboarding.

- Designed every user interface in Figma — mobile-first responsive donor flows and storefronts, custom theming system per tenant, and desktop-optimized admin dashboards built for non-technical nonprofit operators
- Built the platform's design system from zero — typography, color tokens, components, form patterns, empty states, onboarding wizard flow, and multi-tenant brand theming
- Integrated AI tools (Claude, ChatGPT) throughout the design and development workflow — LLM-assisted ideation, content generation, prototype iteration, and code review across product surfaces
- Architected and built complete Laravel 11 / PHP 8 platform with multi-tenant database design, Stripe Connect integration, automated tax receipt generation, and real-time analytics dashboards
- Shipped production e-commerce: product variants, inventory tracking, order management, custom donation forms with fund allocation, Apple Pay/Google Pay via Stripe checkout
- Identified and shut down card-testing fraud attack; built manual Stripe Connect approval workflow and KYC review process to prevent recurrence
- Migrated transactional email infrastructure from Mailgun to Amazon SES; built custom campaign system with bounce/complaint handling and deliverability monitoring
- Developed QR code generator, campaign progress tracking, multi-store management, OAuth-based authentication, and blog/CMS system
- Built **LuxList**, an AI-native luxury real-estate search (**React 19, TypeScript, Vite, Tailwind CSS**; deployed on **Vercel**, versioned in **Git**) — plain-English queries are parsed into a structured search by a Claude model through a serverless function, with honest exact-vs-close result ranking that never silently drops a constraint
- Designed a build-time LLM enrichment pipeline that distills messy listing prose into a consistent amenity vocabulary; client-side filtering and ranking keep the live app instant and backend-free
- Concurrent contract work for Visiting Nurse Association of Texas: Luminate Online donation form customization, email template design, fundraising event digital assets

Lead UX/UI Designer January 2024 – March 2025

American Financing Corporation — Denver, CO

Led UX/UI design, brand modernization, and conversion optimization for a national mortgage lender. Partnered with executive stakeholders on digital strategy and creative direction across web, brand, and national advertising.

- Led complete redesign of national landing pages with rigorous A/B testing program — drove an 8% average lift in conversion rate across tested variants
- Redesigned the national mortgage document upload portal — full UX/UI overhaul across mobile, tablet, and desktop, modernizing a high-traffic surface in the customer journey
- Modernized brand identity system across digital, web, and video — refreshed color, typography, photography direction, and image selection across all touchpoints
- Directed creative production for national TV, podcast, and YouTube ad campaigns — sourced, budgeted, and managed external creative talent

through animated commercial production from concept through delivery
- Produced in-house graphic design and visual content for national advertising spots across multiple channels

Digital Engagement Manager December 2014 – January 2024

Visiting Nurse Association of Texas — Dallas, TX

Owned all digital channels for a major regional nonprofit: web, email marketing, donation campaigns, social media reporting, brand photography, and video production. Reported to senior leadership across a 9+ year tenure.

- Drove 10–15% year-over-year online donation growth through digital marketing strategy across multiple fundraising channels
- Led digital execution of the annual Celebrity Chef fundraiser, scaling event revenue from $480K to $550K in the most recent year
- Managed the VNATexas.org WordPress redesign and launch, ongoing site maintenance, and custom annual donation microsites
- Led launch of volunteer.vnatexas.org, the organization's volunteer management platform — owned IT requirements, design coordination, and rollout
- Designed and managed bi-monthly email marketing for a 35,000-subscriber list across two departments — drove 5–15% YoY lift in open rates and engagement
- Produced animated training videos for Meals on Wheels volunteer onboarding
- Served as creative director for all brand photography and videography; photography work published in Univision and CNBC DFW5

Creative Director January 2018 – November 2020

DFW Video Services — Dallas, TX

Ran video production studio specializing in corporate, commercial, and event work. Owned client relations, project management, creative direction, talent acquisition, and digital marketing.

- Generated $80K in revenue in the first year of operations
- Earned 5-star Google ratings across all client engagements; portfolio included Microsoft, CBRE, InfoVision, and American Water Damage

Director of Web Development May 2012 – November 2014

Z Group Communications

Led web design and development for agency clients including Vent-A-Hood and the City of Ukiah, California. Partnered directly with executive stakeholders and cross-functional teams to design, build, test, and ship production websites following UX/UI best practices.