

CHRISTOPHER POND MAQUIDATO

Product Designer & Engineer — one-person studio

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SUMMARY

Designer-engineer who ships full SaaS products end to end — from brand and UI through Next.js / TypeScript codebases (Server Actions, Postgres, Drizzle, Convex) to production deploys on Vercel. Six years across product and brand work means the things I build have taste; six years writing code means they actually run. Recent work includes three SaaS systems (dental clinic management, HR / HRMS, and inventory / ERP) plus campaign sites and brand-matched email pipelines under real deliverability constraints. Operates as a one-person studio — delivering what normally takes a designer plus a small dev team, faster and with a unified voice.

EXPERIENCE

Independent Product Designer & Engineer · Remote 2023 – Present

- **Zendenta** — SaaS dental clinic management. Designed and shipped a **26-view clinician web dashboard** across **6 modules** (scheduling, EHR/EMR, treatment plans, billing, inventory, staff) plus a **14-view patient mobile companion** (clinic discovery, booking, medical records, payments), plus the brand and product showcase. Healthcare-SaaS scope from records to revenue.
- **Tiimi** — SaaS HRM/HRMS spanning **6 lifecycle stages**: recruitment, onboarding, employee records, attendance, payroll, and asset management. Shipped the **HR manager web console** and an **employee mobile companion** for self-service (clock-in/out, overtime, requests).
- **Inventar** — SaaS inventory / ERP. Built a **desktop dashboard across 6 modules**: stock control, product variants, reorder flows, purchase and sales orders, and vendor management — for operators running day-to-day inventory ops.
- **KirriVan** — SaaS CRM + marketing automation. Sales pipeline, contact records, deal stages, and campaign tooling for SMB sales teams.
- **chrstphrpond.dev** — production portfolio on Next.js 16 (App Router), Tailwind v4, Motion, Lenis smooth scroll, custom WebGL shader backgrounds, Zod-typed content, Vercel Blob asset hosting.
- **Mise** — marketing site for a modern point-of-sale SaaS aimed at F&B operators. Next.js 16 (Server Components + Server Actions), Tailwind v4, Motion, Lenis, with a 9-beat Remotion-rendered product reel as a first-class parametric deliverable.
- **Debbie for NCR** — mobile-first campaign site plus a brand-matched React Email pipeline delivering **5 sends to 5,465 voters** under Resend transactional limits, with Sentry monitoring from day one.
- Ship the build, not just the comps — production code under real platform, deadline, and deliverability constraints (SPF/DKIM/DMARC, transactional vs. marketing limits, batch sending, idempotency).

Graphic Designer (Creative Lead) · Upstate Digital Marketing · Remote Oct 2024 – Present

- Lead the creative department across **115+ active accounts** — sustaining brand consistency and quality standards under continuous delivery pressure.
- Run social graphics, flyers, decks, and identity work for churches and personal brands (pastors, coaches, speakers) across denominations and audience sizes.
- Manage concurrent projects under strict deadlines with consistent on-time delivery.

Freelance Brand & Visual Designer · Remote 2020 – 2023

- Sustained a **95% client-satisfaction rate** and **40% repeat / referral business** across **50+ projects** over six years of independent practice.
- Own engagements end to end — discovery, brand system, guidelines, final production — for café, fintech, streetwear, wellness, and retail-print clients including **Calmability** (natural mental-wellness supplement) and **Adam Reis** (framed trail-route prints, Etsy).
- Small-batch model: few projects at a time, direct client communication, reusable social and template systems.

SKILLS

Product & Front-End Engineering TypeScript · JavaScript (ES6+) · React · Next.js (App Router, Server Components, Server Actions) · Vue.js · Tailwind CSS · HTML5 · CSS3 · Motion / Framer Motion · GSAP · MDX · Responsive design · Accessibility (WCAG)

Back-End Engineering TypeScript · Node.js · Next.js (Server Components, Server Actions, Route Handlers) · Edge / Fluid Compute (Vercel Functions) · Postgres (Neon, Supabase) · Drizzle ORM · Prisma · Convex · tRPC · Better Auth / Clerk / NextAuth · REST API design · Server-side rendering · Email pipelines (transactional + batch)
Also: PHP · Laravel · MySQL

Infrastructure & Workflow Git · GitHub · Vercel · Vercel Blob · Sentry · Doppler · CI/CD · ESLint · Environment management · Claude Code (AI-assisted development)

AWS Cloud (Training, 2026) Amazon EC2 · S3 · EBS · RDS · Aurora · DynamoDB · Redshift · VPC (public / private subnets) · Application Load Balancer · CloudFront · Lambda · Trusted Advisor · AWS Well-Architected Framework (Operational Excellence, Security, Reliability, Performance, Cost Optimization). Capstone: designed a full cloud architecture for a web-store with justified service selection.

Email & Marketing Engineering React Email · Resend (transactional + batch) · SPF / DKIM / DMARC · Deliverability · Segmentation · Webhook handling

Product & Brand Design Product UI · Design systems & component libraries · Brand identity & wordmark systems · Brand guidelines documentation · Packaging design · Print & poster design · Social media campaigns · Motion graphics · Typography · Color theory

Design Tools Figma · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe After Effects · Canva Pro

Professional End-to-end product ownership · Creative direction · Design-team leadership · Client & stakeholder communication · Multi-project delivery · Remote / async collaboration

EDUCATION

B.S. Information Technology · Mapúa Malayan Digital College *Expected 2027 Major:* Network & Cybersecurity
Coursework: Web Development, Digital Media, User Interface Design