

# Russell Villaseñor

DIGITAL EXPERIENCE ARCHITECT

LOS ANGELES, CA

DESIGNING SYSTEMS THAT CONNECT STRATEGY, EXECUTION, AND SCALE.

RUSSELLVILLASENOR.STUDIO

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IN/RUSSELL-VILLASENOR

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## EXPERIENCE

T Palmer Agency

UX LEAD & PROJECT MANAGER

FEB 2024 - PRESENT

- Lead digital experience strategy for enterprise clients across brand, website systems, and delivery
- Act as strategic integrator across brand, content, product, and user decision-making systems
- Translate qualitative research and evaluation into clear direction for leadership and execution teams
- Conduct experience audits including heuristics, information architecture, and conversion path analysis
- Define and prioritize experience roadmaps, translating ambiguity into executable plans across teams

Freelance

DESIGNER

JUL 2022 - PRESENT

- Graphic design and brand execution for local artists, startups, and small businesses
- Translate brand direction into consistent visual systems across print and digital touchpoints

AKASHA

CREATIVE CONSULTANT

JAN 2020 - PRESENT

- Art direction and brand work for an independent clothing brand
- Ongoing visual identity stewardship across releases and campaigns

Fast Printing

PRODUCTION ARTIST

SEP 2020 - JUN 2022

- Executed high-volume layout tasks under tight deadlines, strengthening detail orientation and brand compliance
- Coordinated with internal & client teams to finalize proofs, resolving pre-print issues quickly and efficiently

## SUMMARY

Digital experience architect working across brand, product, and delivery systems. I design structures that scale under real constraints; connecting strategy, decisions, handoffs, and execution across complex, multi-team environments. Focused on systems, outcomes, and clarity over isolated artifacts.

## EDUCATION

UX/UI Design

UC Berkeley Ext.

Engineering Graphics and

Design Technology

Los Angeles Pierce College

Automotive Service Technology

FCA Performance Institute

## PRINCIPLES

Systems over screens

Structure over chaos

Clarity over complexity

Execution over theory

Precision over personality