

Russell Villaseñor

DIGITAL EXPERIENCE ARCHITECT
LOS ANGELES, CA
DESIGNING SYSTEMS THAT CONNECT STRATEGY, EXECUTION, AND SCALE.

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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