Russell Villaseñor

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

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EXPERIENCE

T Palmer Agency
DIRECTOR OF DIGITAL EXPERIENCE
FEB 2024 - PRESENT

- Direct digital strategy and delivery for enterprise clients across brand, website systems, and digital platforms
- 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
- Contribute to phased website launches, balancing immediate design needs with longer-term structure

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

Director of Digital Experience 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