

R U S S E L L S T O L L

Senior Frontend Developer

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Senior frontend developer with 20+ years of experience designing and modernizing content-driven websites for education, nonprofit, government, and cultural organizations. Known for translating complex requirements into clean, accessible, and maintainable frontends, particularly on WordPress and CMS-driven platforms.

Strong background in UI motion, storytelling, and content architecture, with selective experience integrating AI tools where they support discovery and editorial workflow.

CORE SKILLS

- **Frontend:** HTML, CSS, modern JavaScript, React, Next.js, Tailwind CSS
- **WordPress:** Custom themes & blocks, Gutenberg, performance & accessibility
- **UI Motion:** CSS animation, Framer Motion, interaction polish
- **Content UX:** Information hierarchy, editorial workflows, narrative flow
- **Collaboration:** UX/design partnerships, stakeholder communication
- **AI (Selective):** API-based integrations, content search, prototype tooling

EXPERIENCE

RussinMotion, Freelance — Alexandria, VA (Remote)

Sr. Frontend Developer | 2004–Present

- Led frontend design and development for dozens of client sites across education, nonprofit, and government sectors.
- Modernized legacy WordPress and Drupal sites into clean, accessible, mobile-first experiences with improved performance and maintainability.
- Owned projects end to end — from discovery and content architecture to frontend implementation and CMS integration.
- Applied thoughtful UI motion and interaction design to improve clarity and perceived quality without sacrificing accessibility.
- Prototyped optional AI-assisted features (e.g., private content search, conversational interfaces) as additive enhancements to existing CMS platforms.

Forum One — Alexandria, VA

Front-end Developer | 2014–2019

- Led frontend builds for large-scale Drupal and WordPress platforms serving millions of users.
- Delivered production frontends for high-profile clients including the Smithsonian, Aspen Institute, National Endowment for the Arts, and The Nation's Report Card.
- Collaborated closely with designers, strategists, and backend developers to ensure usability, performance, and long-term maintainability.

The LEGO Group — New York, NY

Creative Director, LEGO.com | 1997–2004

- Directed digital strategy and creative execution for major LEGO brands including Mindstorms and Bionicle.
- Helped build one of the earliest large-scale branded online communities for children.
- Bridged storytelling, interaction design, and early web technology to create engaging, narrative-driven digital experiences.

WRITING & CREATIVE PROJECTS

Quiznot – Wrote and published YA science fiction novel. Author site: www.russellstoll.net

After Time – Multi-book YA fantasy series in development.

Built experimental narrative and content-discovery tools exploring storytelling + interaction design.

EDUCATION

Columbia University

MBA, Marketing • BS, Biomechanics • BA, Liberal Arts

Continuing Education: DeepLearning.ai/Stanford Online (Machine Learning), RealPython.com, Interaction Design Foundation (Design thinking & UX)