

RUSSELL E. ANDERSON

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SUMMARY

Senior content systems builder who became my team's de facto AI lead. The last two years have been spent designing and prototyping a multi-agent workflow as Claude skills. I bridge LLM behavior with the editorial realities of a large SaaS ecosystem and turn vague feature requests into structured inputs that AI agents can act on. Not a software engineer; I work alongside engineers and AI to design, test, and validate technical implementations.

SKILLS SNAPSHOT

- **AI systems design** — Multi-agent workflow architecture, LLM evaluation across GPT, Claude, and Gemini, structured prompt engineering frameworks, human-in-the-loop checkpoints, agent guardrails and sanity checks.
 - **Daily tools** — Claude Cowork (skills), Google Workspace, Wix Answers backend, Slack, Monday.com, internal chatbot platforms, NotebookLM.
 - **Worked with** — Mintlify + GitHub, MCP integrations, Figma / Figjam.
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EXPERIENCE

Wix.com — San Francisco / Remote (since 2019)

13 years · Customer Support → Knowledge Base writing → Senior KB Editor & AI Lead

Senior Knowledge Base Editor & AI Lead — 2023–Present

- Designing a multi-agent workflow architecture in Figjam covering a circular feedback loop from documentation request through publishing. Built and tested three working agents as Claude skills, covering context-mapping, outline drafting, and editing. Building the system as the team's sole US-based member, working with collaborators across global offices.

- Building and managing internal chatbots, including LLM comparison variants and MCP-integrated bots that connect across Google, Monday, Slack, and other tools.
- Co-built an AI content generation prototype with three teammates at a company-wide AI hackathon. Took 2nd place. The proof-of-concept turns project inputs into consistent text outputs across writing disciplines (marketing, UX, KB).
- Led a workshop for the internal writers' guild on building reusable AI prompt libraries, grounded in a structured prompt-engineering framework. Hosted recurring open-office hours for hands-on AI mentorship with writers across the company.
- Developing and refining style guides, training writers, reviewing drafts, and driving article cleanup efforts, providing 1:1 mentoring, and serving as the team's go-to for technical troubleshooting in Slack.
- Covered for the lead Base44 documentation editor after Wix acquired Base44, publishing high-priority feature launch docs in Mintlify and GitHub.

Senior Knowledge Base Editor — 2021–2023

- Sole KB writer for Wix CMS, one of the platform's most technically complex product areas.
- Lead writer and editor for the launch of Wix Vibe (Wix's AI-driven, vibe-coding site builder). After launch, took over solo ownership of all Wix Vibe content and still own it today.

Senior Knowledge Base Writer — 2018–2021

- Grew the Wix Answers knowledge base roughly 5x over three years, prioritizing improvements using reader feedback signals and ticket-deflection metrics.
- Key stakeholder on Wix's main Support Contact Page, the routing layer that directs users from a help question to either self-service content or a support agent. Owned the content-side strategy and routing logic.
- Authored technical guides for the trickier corners of the Wix product: DNS records, mailbox configuration, account access recovery, account security. Drew on QA-level troubleshooting background to test every feature.

Wix Customer Support — 2014–2018

Roles held: Support Team Lead, Advanced Technical Specialist, Billing Specialist

- Started as a Tier 1 phone support agent and worked up through every available call queue to Team Lead, learning Wix from the ground up.
 - Became the first US KB point person, collaborating with the global team prior to formally joining, fixing problematic articles, identifying knowledge gaps from support tickets, and recommending new content based on user needs.
 - Built training curricula for new agents and ran feedback loops back into Product and Documentation.
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EDUCATION

- **Recording Connection Audio Institute** | San Francisco, CA Audio Engineering Certificate (Bachelor's Equivalent)
- **California State University, Chico** | Chico, CA Bachelor of Arts in Art Studio (Emphasis in Computer Art); Minor in Anthropology Post-Baccalaureate Study: Single Subject Teaching Credential Program