

Penny Platt

Creative eCommerce Developer & UX Strategist

📍 Portland, Oregon | Remote or On-Site ☎ (971) 386-7688

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Profile

With over five years of Shopify Plus development and two decades of design-to-development expertise, I'm a dedicated eCommerce developer specializing in Liquid/JavaScript theme development, third-party API integrations, and conversion optimization. I've built automation systems that reduced content management time by 89% while ensuring brand consistency across multi-currency stores. My expertise includes systematic validation practices and a deep understanding of DTC eCommerce strategy.

Technical Skills

Shopify Plus Development

Liquid, JavaScript (ES6+), HTML5, CSS3/SASS, Shopify CLI, Custom Theme Architecture, Checkout Customization

Frameworks & Tools

Next.js, React, TypeScript, Git Workflows, Deployment Automation, Vercel

Automation & Data

Matrixify, Product/Content Automation, ERP/PIM Integrations, Power BI, Tableau

APIs & Integrations

Shopify Admin/Storefront API (REST & GraphQL), Webhooks, Shopify Flow, Third-Party App Management

E-Commerce Strategy

GA4, Conversion Optimization, A/B Testing, SEO, Email Marketing (Klaviyo, Braze), UTM Tracking

Design & UX

Figma, Adobe Creative Suite, Design Systems, Accessibility (WCAG), Responsive Design

Featured Projects

💻 Case Study

Custom Shopify Plus theme with ultra-smart filtering architecture managing complex product catalogs for horror gaming collectors. Built type-safe validation system handling 15+ filter categories, integrated Klaviyo email intelligence and Grid API analytics for behavioral tracking. Achieved 94/100 Lighthouse score, 2.3s load time, 47% revenue growth within 6 months.

↗️ [Petersen Games Custom Shopify Liquid](#)

💻 Portfolio Project: Oksana - Brand-Aware Content Intelligence Platform

Apple Intelligence-powered platform for content strategy automation and analytics intelligence. Integrates Notion, Shopify, Klaviyo, and Grid API for real-time brand consistency enforcement and content acceleration.

↗️ [oksana.ai](#)

Professional Experience

Founder & Creative Director

September 2023 - Present

9Bit Studios

Portland, OR

- **Shopify Development:** Built custom themes using Liquid, JavaScript, HTML5/CSS3 with performance optimization achieving 90+ PageSpeed scores
- **API Integrations:** Developed custom Shopify integrations connecting Klaviyo (email), Notion (content management), and analytics platforms via REST/GraphQL APIs
- **Automation Systems:** Created content automation workflows reducing manual product updates by 89% using Matrixify and custom scripts
- **Design System Enforcement:** Built TypeScript validation layer ensuring brand consistency across 100+ product pages and checkout flows
- **International Commerce:** Implemented multi-currency configurations with localization support for global DTC brands

Art Director & UX Designer

January 2021 - January 2023

RunSmart Online

Remote

- **Conversion Optimization:** Increased user engagement 40% and memberships 25% through data-informed UX redesigns and A/B testing programs
- **Analytics Implementation:** Built custom dashboards using GA4 and third-party analytics tracking conversion funnels, cart abandonment, and user behavior
- **Email Marketing Integration:** Developed automated email flows with Klaviyo integration, improving retention 30%
- **Responsive Design:** Created mobile-first experiences optimized for conversion across devices
- **Cross-Functional Collaboration:** Partnered with engineering, marketing, and operations teams on feature development and deployment workflows

Art Director & E-Commerce Developer

January 2018 - January 2021

American College of Healthcare Sciences

Portland, OR

- **Shopify Store Development:** Built and maintained Shopify e-commerce site generating \$500K+ annual revenue with conversion rate optimization
- **Product Management:** Managed 200+ SKUs with automated inventory sync and product data workflows
- **SEO & Performance:** Conducted comprehensive web audits improving organic traffic 45% through technical SEO and page speed optimization
- **Platform Certification:** Completed HubSpot certification suite (2017): Content Marketing, Social Media, Inbound Marketing, Email Marketing
- **Design System Implementation:** Created comprehensive design system ensuring brand consistency across 100+ digital touchpoints

Art Director & E-Commerce Consultant

January 2016 - January 2018

Petersen Games

Rockwall, TX

- **E-Commerce Strategy:** Directed Kickstarter campaigns generating \$2M+ in funding with conversion-optimized landing pages and product presentation
- **Shopify Implementation:** Currently developing custom Shopify Plus store with advanced product customization and international shipping
- **Product Data Management:** Created systems managing 100+ SKU product lines with variant management and automated workflows
- **Team Leadership:** Managed international team of 15+ designers with systematic Git workflows and deployment processes

Senior Designer

January 2014 - April 2016

Texas Creative

Austin, TX

- Created responsive email templates and landing pages for conversion optimization across campaigns
- Developed brand identity systems and digital style guides with systematic documentation

Education

BA, Communication Design | University of Texas at San Antonio (2010-2012)

AAS, Visual Communications | Collin College (1995-1998)

Certifications

HubSpot (2017): Content Marketing, Social Media, Inbound Marketing, Email Marketing