

Penny Platt

Creative Developer & UX Strategist

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

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Profile

E-commerce developer with 5+ years Shopify Plus experience and 20+ years design-to-development expertise. Specialized in Liquid/JavaScript theme development, third-party API integrations, and conversion optimization. Built automation systems that reduced content management time 89% while maintaining brand consistency across multi-currency stores. Combines systematic validation practices with deep understanding of DTC e-commerce strategy.

💻 Core Expertise

Shopify Plus theme development • API integrations (REST/GraphQL) • Automation workflows (Matrixify) • Performance optimization • Multi-currency/international setups • Design system enforcement • Analytics implementation

↗ Case Study: Petersen Games Shopify

Technical Skills

Shopify Plus Development

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

iOS Development

SwiftUI, Xcode, Apple Intelligence, Spatial Computing

Analytics & Optimization

GA4, A/B Testing, Conversion Optimization, Matrixify, SEO

Frameworks & Tools

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

Design & UX

Figma, Adobe Creative Suite, Design System, UX Auditing & Data-informed Content Strategy

Integrations & APIs

Notion, Klaviyo, Mailchimp, Hubspot, Grid API, Shopify Admin/Storefront API (REST & GraphQL), Webhooks, Shopify Flow, Automation Workflows

Professional Experience

Founder & Creative Director

September 2023 - Present

9Bit Studios

Portland, OR

- Design and develop multi-platform web applications with TypeScript validation and design system enforcement
- Create quantum-spatial design system ensuring Apple HIG compliance and brand consistency at scale
- Build custom integrations connecting Notion, Shopify, Klaviyo, and analytics platforms
- Implement privacy-focused architecture with systematic quality validation

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

Art Director & UX Designer

January 2021 - January 2023

RunSmart Online

Remote

- Increased user engagement 40% through systematic UX redesign and data-informed feature optimization
- Grew memberships 25% via responsive web experiences, email campaigns, and conversion funnel optimization
- Built analytics dashboards tracking user behavior, conversion metrics, and content performance
- Collaborated with engineering team on design system implementation and component library development

Art Director

January 2018 - January 2021

American College of Healthcare Sciences

Portland, OR

- Led UX/UI design for learning management system serving 5,000+ students with accessibility compliance
- Developed e-commerce site (Shopify) generating \$500k+ annual revenue with conversion optimization
- Conducted comprehensive web development audits, A/B testing programs, and SEO optimization
- Managed brand consistency across 100+ digital touchpoints using systematic design validation
- Completed HubSpot certification suite (2017): Content Marketing, Social Media, Inbound Marketing, Email Marketing

Art Director
Petersen Games
Rockwall, TX

January 2016 - January 2018

- Directed design for Kickstarter campaigns generating \$2M+ in funding across multiple product launches
- Managed international team of 15+ illustrators, sculptors, and designers with systematic workflows
- Created comprehensive design systems for product lines with 100+ SKUs ensuring brand consistency

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

Interaction Design Foundation (2020): Agile Methods for UX, Journey Mapping, UX Foundations