

# Penny Platt

## Creative Developer & UX Strategist

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### Dear Hiring Manager,

I'm excited to apply for the Web Developer position at Johnson Health Tech. After 20 years as a creative director, I learned to code because I was tired of watching beautiful designs break during implementation. Now I build the systems that prevent that from happening.

### Type Safety & Validation as Quality Control

My art direction background instilled an auditing practice early, reinforcing that media that gets results requires systematic validation. I've carried this principle into modern development through:

- TypeScript validation layers that ensure design system compliance
- Automated QA processes that catch inconsistencies before deployment
- Component libraries with built-in accessibility requirements and responsive behavior
- Design token systems that enforce brand consistency programmatically

This means: when designs are handed off, the technical build doesn't just look right—it's validated against design systems, accessibility standards, and performance benchmarks automatically.

### Integration Intelligence

I've built what I call Oksana—a brand-aware content intelligence platform that demonstrates my approach to complex integrations. Currently implemented as a Notion integration (with a Vercel interface in development), Oksana syncs:

Shopify for e-commerce data

Klaviyo for email marketing intelligence

Grid API for analytics visualization

Notion as the content operations hub

For my client Petersen Games, this integration provides analytics intelligence that informs content strategy in real-time. I practice content batching and acceleration through this system—exactly the kind of workflow automation and API integration your role requires.

### Proven Results Through Systematic Optimization

As Creative UX Lead at RunSmart Online, I increased user engagement 40% and grew memberships 25% by:

Restructuring navigation based on user behavior data

Building analytics dashboards that tracked conversion funnels

Implementing responsive designs with systematic A/B testing

Collaborating with engineering on design system implementation

These weren't surface-level visual changes—they were systematic UX improvements informed by data and validated through testing.

## How I Work

I dive deep into understanding business goals, translate them into technical requirements, and deliver implementations that are both beautiful and measurable. My certifications + systematic validation approach + integration expertise means I can:

Build faster – Reusable component libraries and design tokens accelerate development

Build Better — Type safety and automated validation ensure quality at scale

Build Smarter — Data-informed decisions backed by analytics and user behavior

I'm particularly drawn to your collaborative environment. My systematic thinking (part of being neurodivergent) naturally produces documentation and processes that make cross-functional work smoother—designers, marketers, and I share a single source of truth.

## Technical Alignment

HTML, CSS, JavaScript, Shopify, TypeScript React frameworks

Responsive design & accessibility aligned with Apple HIG + WCAG compliance

API integrations & automation workflows established in the Oksana platform for multi-platform development

IxDF certified, data-driven approach to UX best practices

20 years design direction experience in Adobe Creative Cloud

Version control with Github workflows

Systematic documentation and validation practices and my Typescript / Swift / Apple Intelligence bridge framework ensures code stability and quality

I'd welcome the opportunity to discuss how my validation-first approach and integration expertise can contribute to Johnson Health Tech's e-commerce growth. I'm available for immediate engagement and can provide portfolio examples, design system documentation, and analytics dashboards upon request.

Thank you for considering my application.

Sincerely,

Penny Platt