

Penny Platt

Senior Graphic Designer | 20-Year Design Critique Expert | Apple Ecosystem Specialist

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

Graphic designer with 20+ years creating production-ready visual systems, brand campaigns, and sports-focused content. Proven track record designing for athletic brands and wellness platforms with measurable engagement results. Expertise in Adobe Creative Suite, systematic brand execution, and multi-product content workflows. Detail-oriented production artist comfortable managing multiple projects across retail, digital, and apparel applications.

Core Competencies

Brand System Development & Asset Maintenance

Production-Ready Graphics & Schematics, Sports & Apparel Visual and Coaching Content

Multi-Channel Campaign Design

Content Audits & User Journey Mapping, Reporting & Campaign Optimization

Workflow & Collaboration

Notion, Klaviyo, Miro, Automation Workflows

Multi-platform eCommerce Development

SwiftUI, Next.js, Typescript, React, Apple Intelligence, WordPress, Shopify, Framer, Vercel

Production & Visualization

Product Visualization & Rendering, Vector Graphic Creation & Optimization, Multi-format Asset Generation

Design & UX

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

💻 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

Creative Director & UX Designer

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
- **Content and UX Strategy:** Designed comprehensive content strategy and visual system for running coaching platform serving 1,000+ active athletes
- **Email Marketing Integration:** Maintained brand consistency across email campaigns, social media, blog graphics, and app interface
- **Visual Design:** Created brand campaign themes, promotional graphics, and educational content for training programs across 100+ pieces, while maintaining brand consistency across email campaigns, social media, blog graphics, and app interface
- **Running Niche Specialization:** Designed coach profile graphics, training plan layouts, and membership tier visual hierarchy
- **Asset Optimization:** Developed production templates for recurring content types (weekly training tips, race prep guides, nutrition content)

Art Director & eCommerce 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 & eCommerce Consultant

January 2016 - January 2018

[Petersen Games](#)

Rockwall, TX

- **eCommerce 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

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