

# Penny Platt

## Creative Developer & UX Strategist

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

✉️ penny@9bitstudios.io    🌐 @penny-platt    🌐 9bitstudios.io    🌐 Oksana.ai

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### | Dear Hiring Team,

I'm excited to apply for the Junior Web Developer position at Groesbeck Glazing. After 20 years as a creative director, I learned to code because I was tired of watching beautiful designs break during implementation. I build the systems that prevent that from happening—and I'm ready to bring that combination of creative vision and technical execution to your team.

### | 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:

- RESTful Application Programming Interface (API) integration for data synchronization
- Content Management System (CMS) architecture using Notion as operations hub
- Analytics visualization through Grid API integration
- Automated content workflows that reduced manual operations by 89%

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 User Experience (UX) Lead at RunSmart Online, I increased user engagement 40% and grew memberships 25% through data-informed development:

- Restructuring navigation based on user behavior data
- Built analytics dashboards using Google Analytics 4 (GA4) that tracked conversion funnels

Collaborated with engineering teams on design system implementation

Implemented responsive designs with systematic A/B testing across devices

Optimized page load speed and implemented Content Delivery Networks (CDNs)

At American College of Healthcare Sciences, I improved organic traffic 45% through comprehensive web audits addressing technical Search Engine Optimization (SEO), page speed optimization, and structured metadata. These weren't surface-level visual changes—they were systematic improvements informed by data and validated through testing.

## | How I Work With Teams

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

**Build faster** - Reusable component libraries and design tokens accelerate development while maintaining consistency

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

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

**Build Smarter** — Clear documentation and systematic processes make cross-functional work smoother

My systematic thinking (part of being neurodivergent) naturally produces documentation and processes that create a single source of truth for designers, content creators, project managers, and developers. When working with clients, I translate their needs into technical specifications and provide regular progress updates that align with their expectations.

## | Technical Alignment With Modern Requirements

**Front-End Development:**HyperText Markup Language (HTML5), Cascading Style Sheets (CSS3), JavaScript (ES6+), responsive design, browser compatibility testing

**Back-End Capabilities:**Node.js, API development, database integration, server-side logic

**Modern Frsmeworks:**React, TypeScript, Next.js for full-stack applications

**Content Management:**WordPress, Shopify, Framer, custom CMS implementations and acceleration through my Notion integration

**Modern UX Practices:**IxDF certified, data-driven approach to UX best practices

**Accessibility**WCAG (Web Content Accessibility Guidelines) compliance, screen reader optimization, inclusive design principles

**Performance & SEO:**Page speed optimization, CDN implementation, structured metadata, search engine best practices

**Security:**Best practices for protecting against vulnerabilities, secure API integration, data protection protocols

**Version Control:**Git workflows, collaborative development, code review practices

**Testing & QA:**ss-browser compatibility, device testing, automated validation, bug tracking

**Design Tools:**Adobe Creative Cloud (20 years experience), Figma, design system development

## | What I Bring to Groesbeck Glazing

Looking at Groesbeck's current digital presence, I see significant opportunities to build a comprehensive digital strategy that showcases your manufacturing capabilities effectively. My combination of creative direction and technical implementation means I can:

Design and develop a modern website that communicates your technical expertise  
Implement analytics and tracking to understand visitor behavior and optimize conversion  
Build content management workflows that make updates efficient and maintainable  
Ensure cross-browser compatibility and responsive design for all devices  
Apply SEO best practices to improve visibility and search engine performance  
Create documentation and company resources that support long-term site maintenance and team growth

I'd welcome the opportunity to discuss how my validation-first approach, integration expertise, and creative leadership can contribute to Groesbeck Glazing's digital growth. I'm available for interviews at your convenience and can provide portfolio examples, code samples, and design system documentation upon request.

Thank you for considering my application.

Sincerely,

Penny Platt

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### Profile

Creative developer and UX strategist with 20+ years bridging design direction and technical execution. Specialized in multi-platform development, design system validation, and conversion optimization. Expert in Apple Intelligence integration, type-safe component architectures, and data-informed UX strategy.

### Technical Skills

#### Platform Development

WordPress, Shopify, Framer, Vercel

#### Web Development

Next.js, React, TypeScript, Git Workflows, Notion, Vercel

#### Integrations & APIs

Notion, Klaviyo, Shopify API, Grid API, Anthropic API, Apple Intelligence, Automation Workflows

#### iOS Development

SwiftUI, Xcode, Apple Intelligence, Spatial Computing & AR Design

#### Analytics & Optimization

GA4, Conversion Optimization, A/B Testing, SEO, Email Marketing, UTM Tracking

#### Design & Strategy

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

### Featured Projects

#### 📁 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 with custom Apple Intelligence integration stack in Notion, Grid API and Vercel

- **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 & UX 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, illustrators and developers

## 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