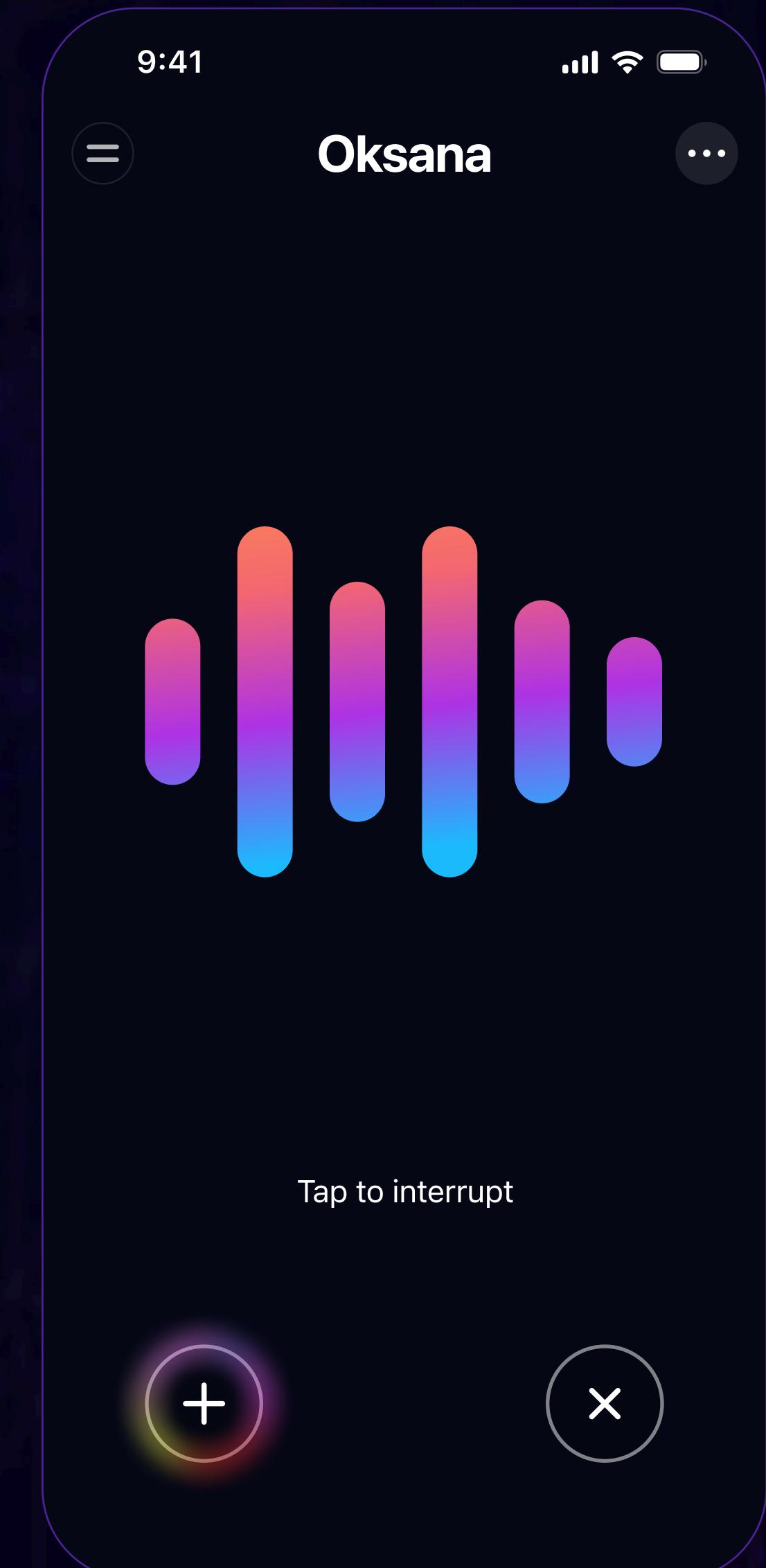
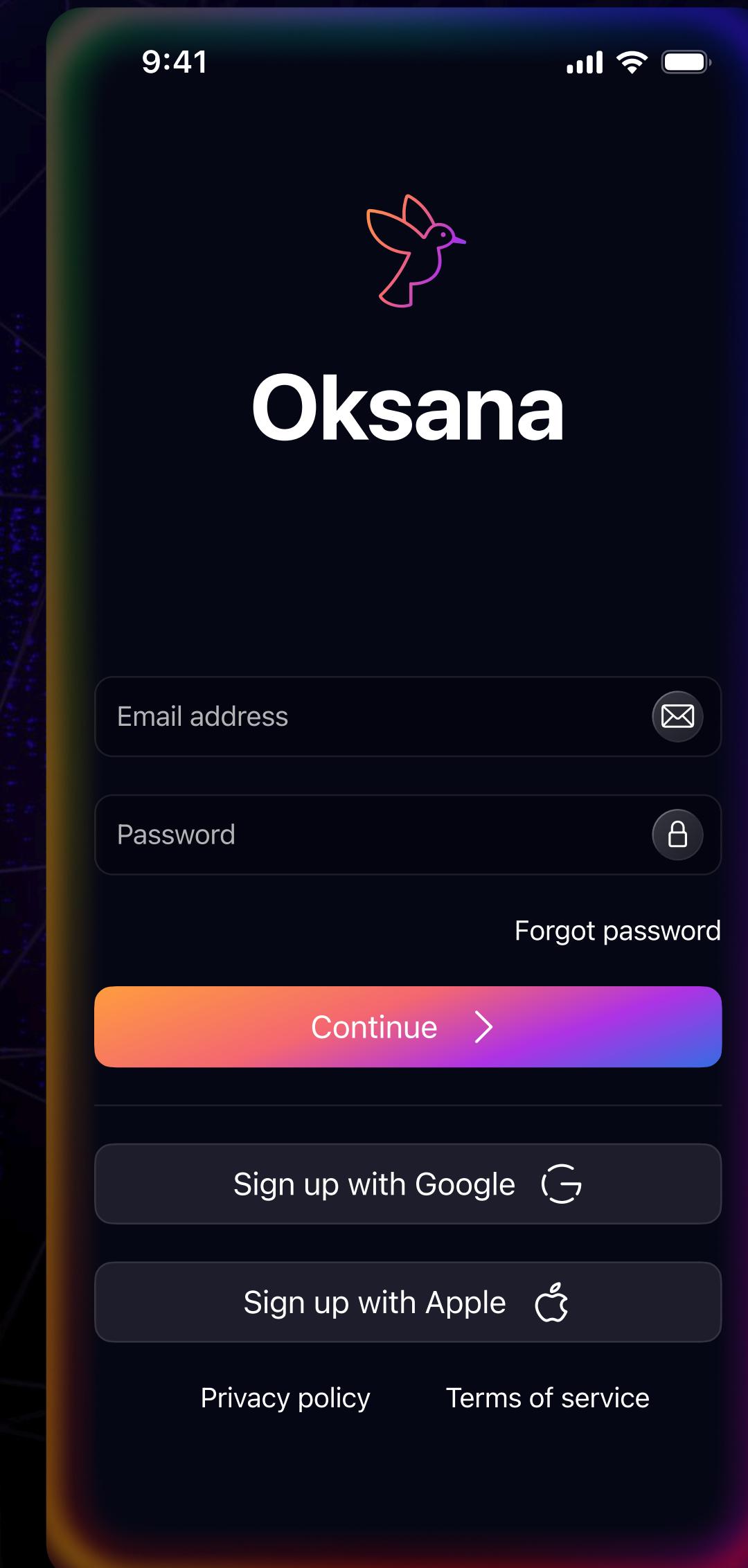


# Penny Platt

Creative Developer & UX Strategist

20 Years Design Thinking x Modern Development Execution

9bitstudios.io | oksana.ai



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# Multi-Platform Mastery

Beyond Templates: Systematic Quality at Scale

Real Implementation:

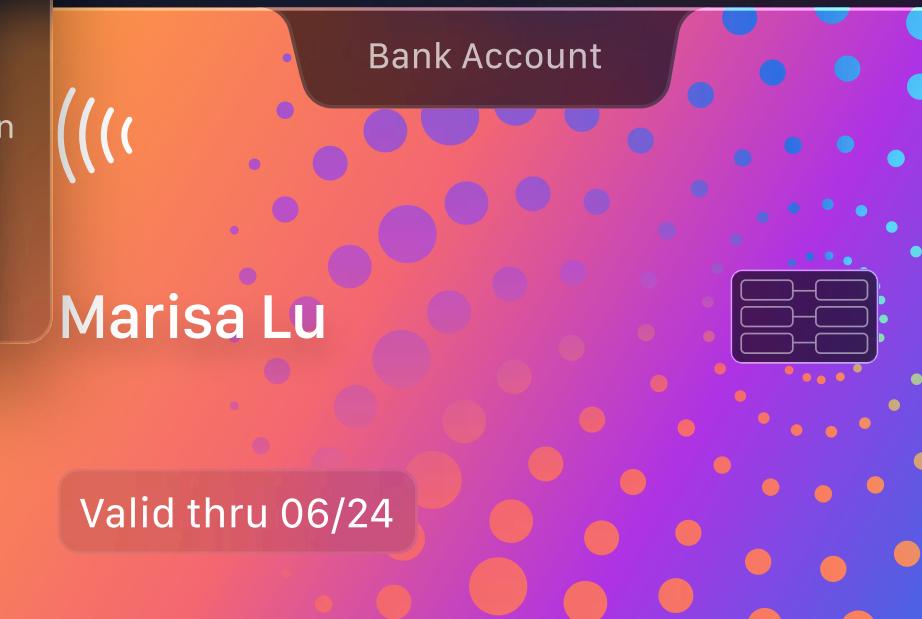
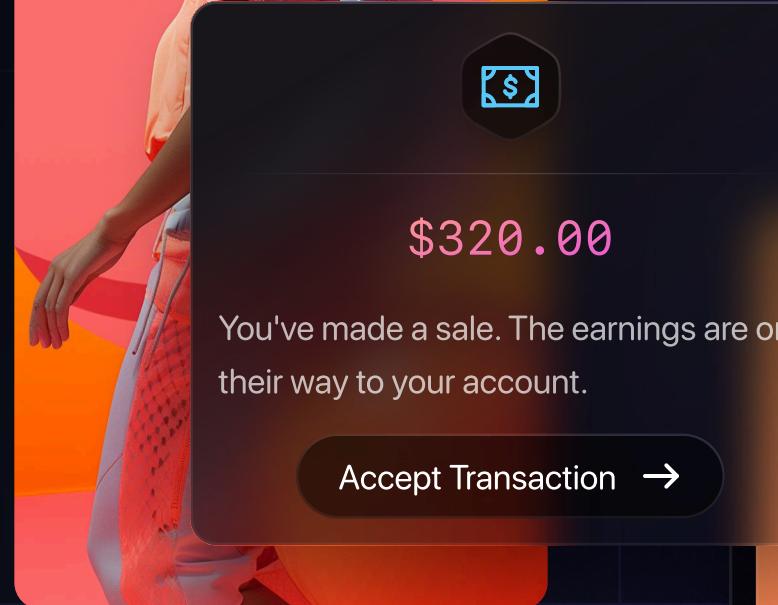
Built reusable component libraries with TypeScript validation that programmatically ensure implementations match design systems

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New Finds Weekly, Selling Made Simple

# Declutter Your Closet Discover New Treasures

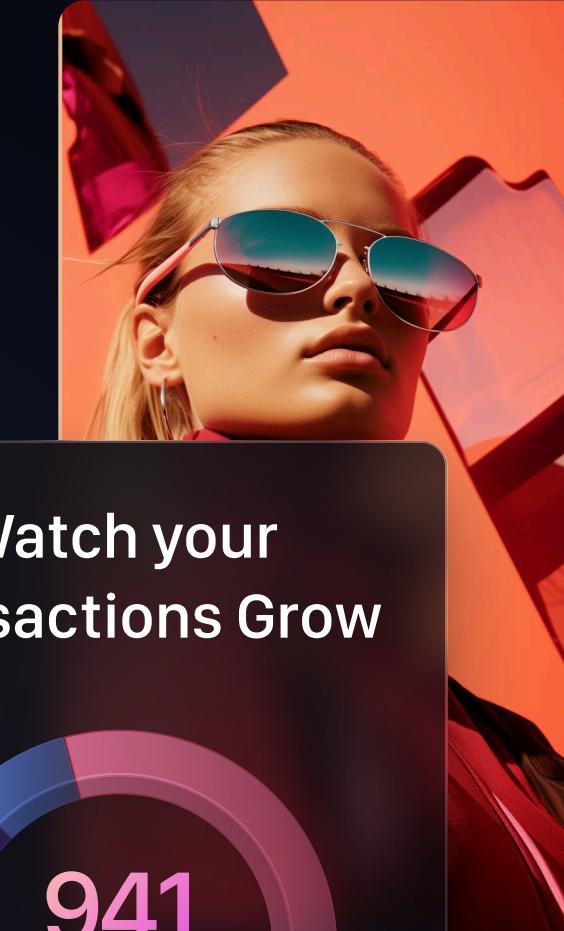
Ready to make room for new favorites? Appo makes it effortless to turn your gently used fashion into someone else's treasure. Start selling now and refresh your wardrobe with unique finds.

[Shop Now >](#)[Sell Now >](#)

All your money in one place

## Instant Bank Transfers

Your sales turn into earnings effortlessly with APPO. After every deal, we send your money straight to your bank. No fuss, no fees, just quick cash.

[Learn More >](#)

### Watch your Transactions Grow

Transactions

[Next >](#)

# Conversion Optimization Through Systematic Data-informed Auditing

## APPROACH

Audit and review entire media ecosystem end-to-end, not just button and widgets

2020-2023

### RunSmart Athletics

40% engagement increase  
25% membership growth

Navigation restructured based on user behavior data

Art Direction and UX leading Multidisciplinary Remote Teams

2017-2020

### American College of Healthcare Sciences

A/B testing program implementation in Hubspot

Creative Team Lead for 8-Figure Accredited Online College

Analytics auditing & optimization

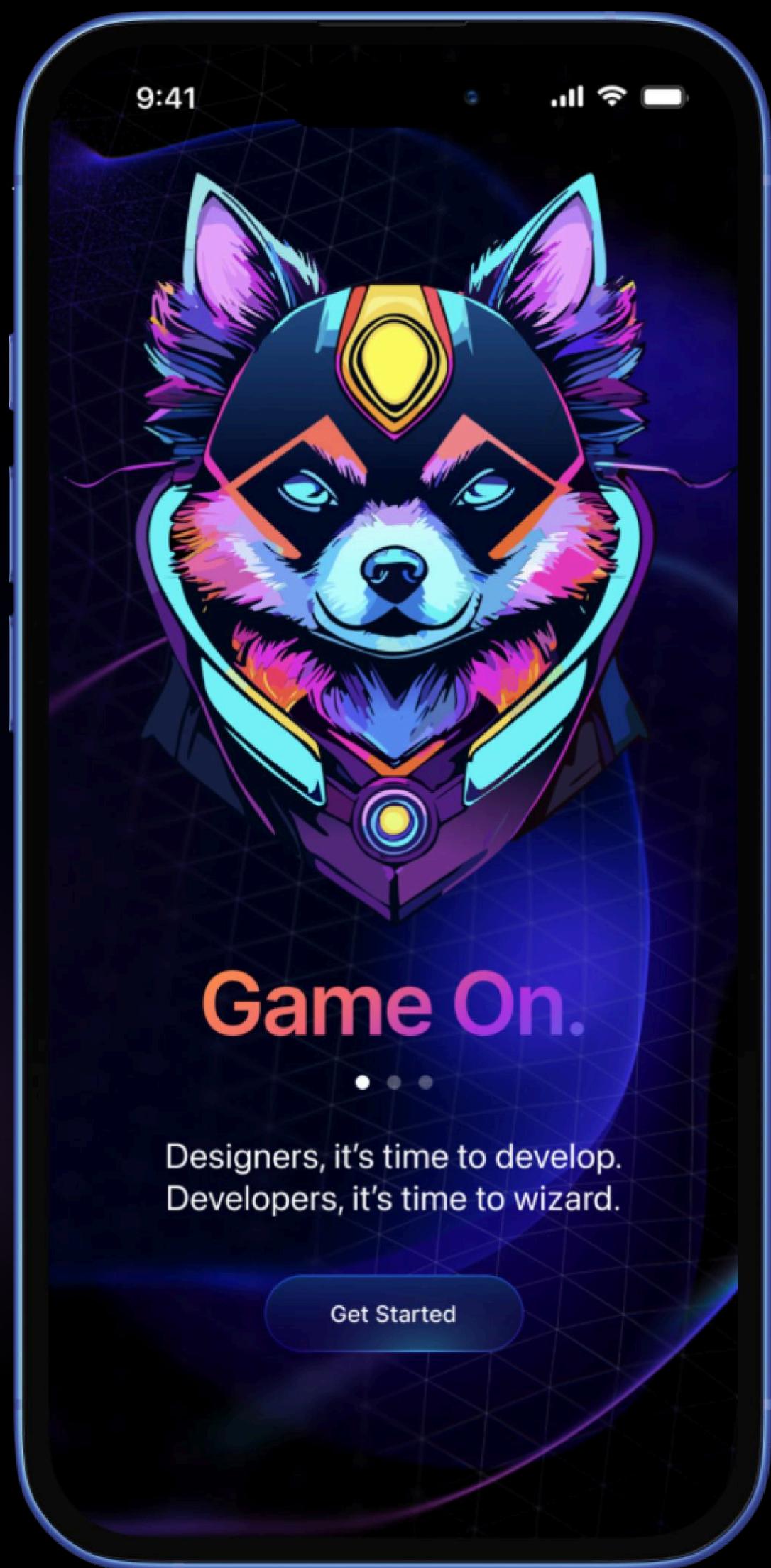
Multi-platform content strategy execution



Oksana.ai

# Visual Intelligence

Apple Intelligence Integration for Content Acceleration



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# Creative Intelligence Accelerator

Apple Intelligence + Notion + Grid API + Integration

Scale content creation without sacrificing quality or brand consistency

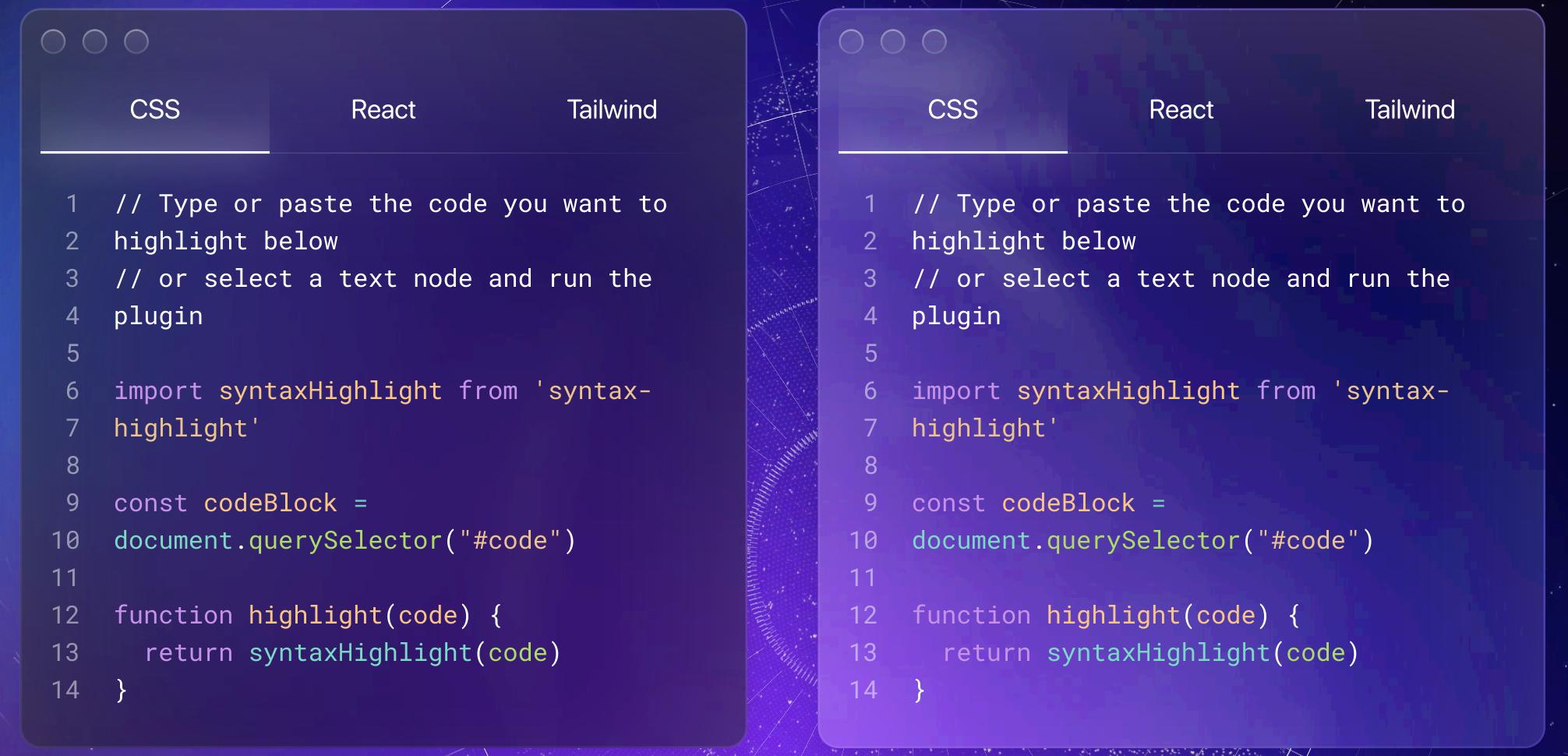
- ☑ Shopify x Klaviyo x Grid API analytics intelligence
- ☑ Content batching & acceleration through Notion
- ☑ Brand consistency enforcement at scale
- ☑ Upcoming Vercel interface (in development)

Learn More +

Next >

Data Security × HIG Design System Validation

# TypeScript Type Safety



The image shows two identical dark-themed code editors side-by-side. Both editors have three circular window controls at the top left. The tabs at the top are labeled 'CSS' (which is selected), 'React', and 'Tailwind'. The code block contains the following TypeScript code:

```
1 // Type or paste the code you want to
2 highlight below
3 // or select a text node and run the
4 plugin
5
6 import syntaxHighlight from 'syntax-
7 highlight'
8
9 const codeBlock =
10 document.querySelector("#code")
11
12 function highlight(code) {
13   return syntaxHighlight(code)
14 }
```

# Component Architecture:

## TypeScript Definitions

For props, accessibility, responsive behavior

## Consistent Performance

Single source of truth for designers +  
developers

## Automated QA

For design quality, code stability and design  
system drift detection

## HIG Compliance

Bridge framework validates Apple Human  
Interface Guidelines in real-time

Design updates trigger validation errors if implementations drift.

Advantages: Not limited to templates or platform constraints.

# Quantum-Spatial Design System

## Features

- ✓ Apple HIG compliant
- ✓ Liquid Glass depth & layering
- ✓ Consistent line weights & visual hierarchy
- ✓ Privacy-first, Apple M4-optimized
- ✓ Responsive across devices

# Diverse Implementations and Themes

## eCommerce

Petersen Games: custom Shopify  
Liquid Glass Design

## Fitness Platform

RunSmart: Divi Wordpress +  
custom components, app redesign

## Productivity Platform

Oksana.ai: React + Notion + Vercel +  
Apple Intelligence

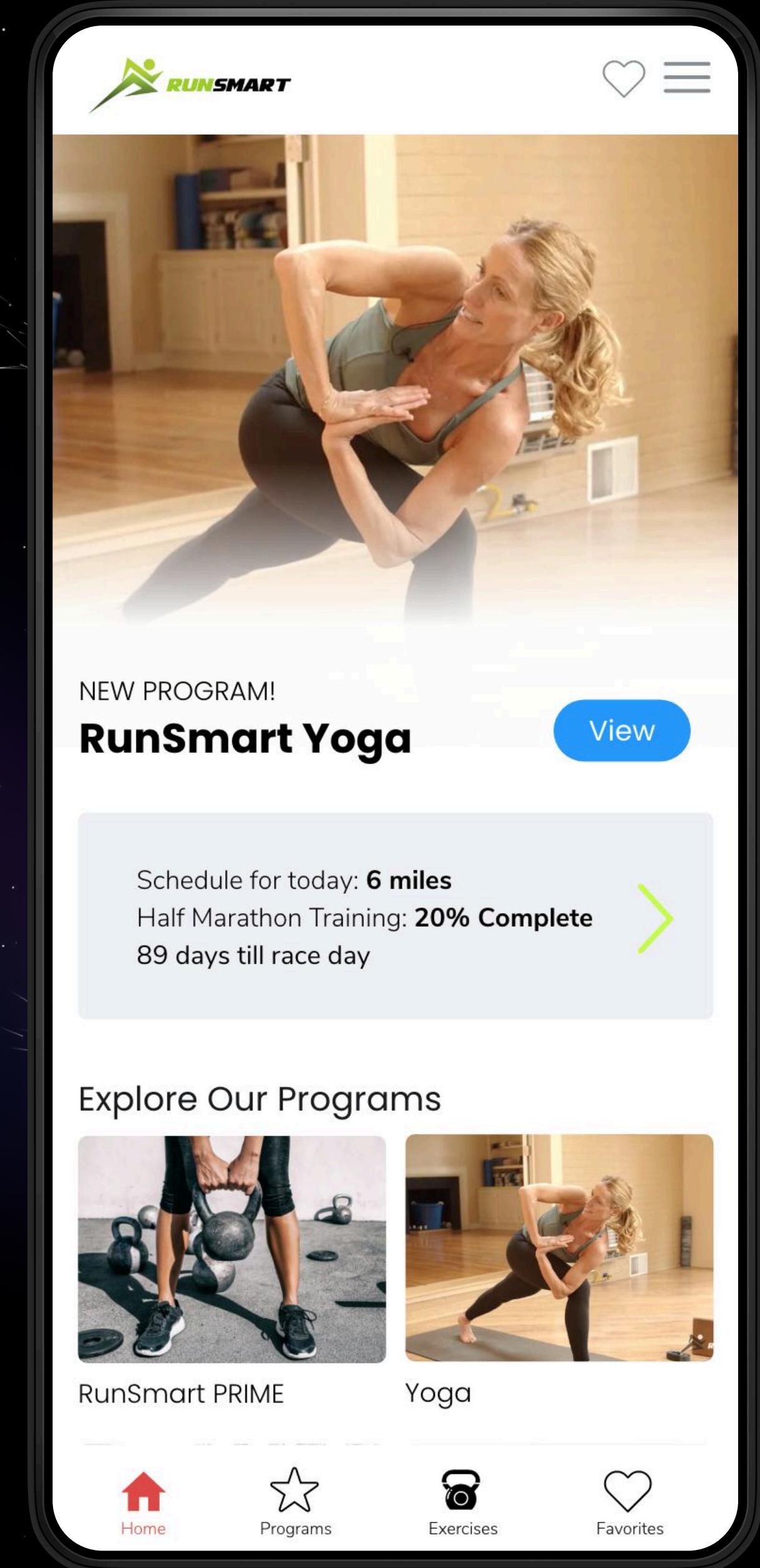
## Corporate

ACHS: HubSpot CMS + Web  
Development + Social Media +  
Analytics

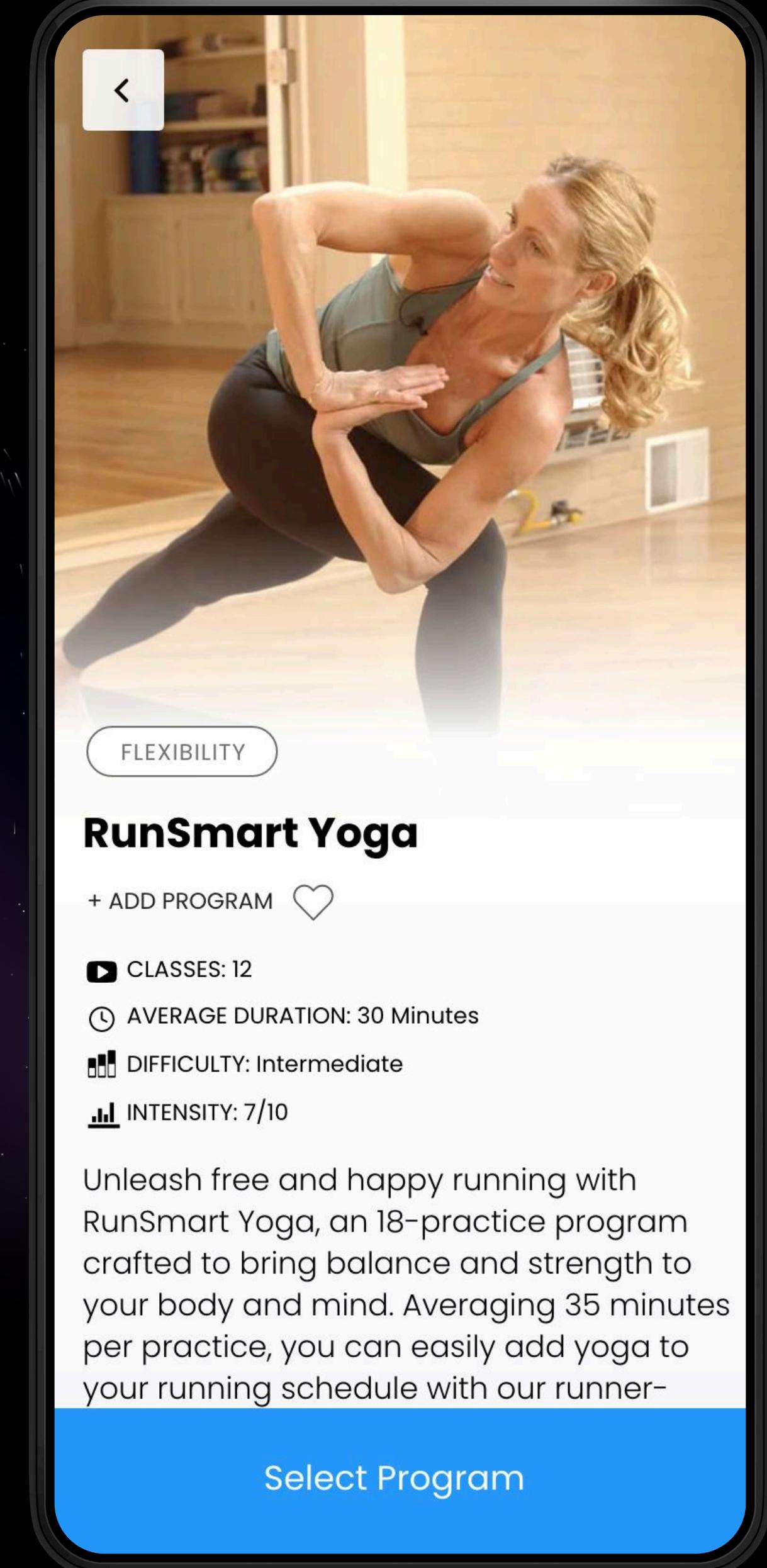
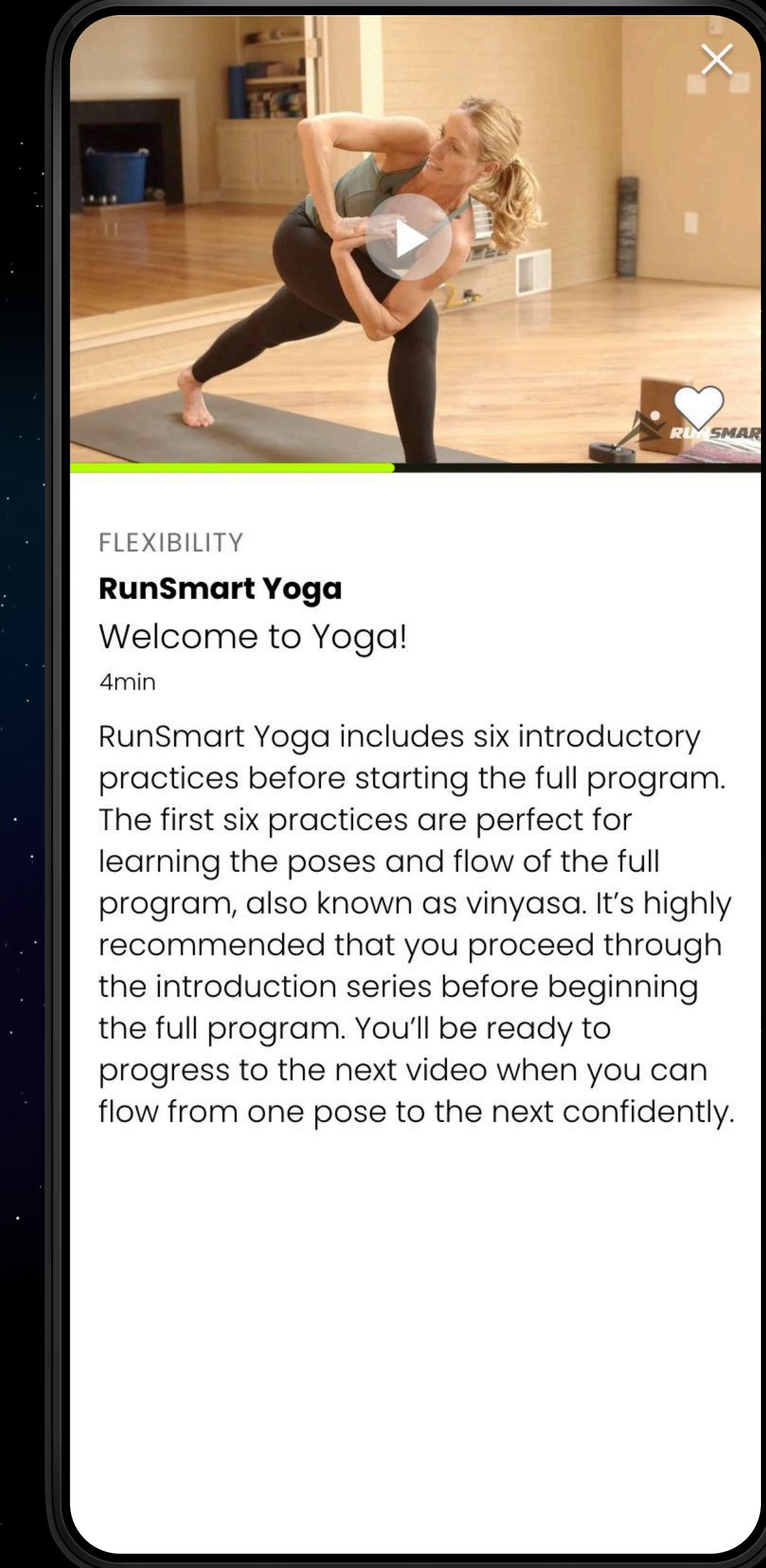
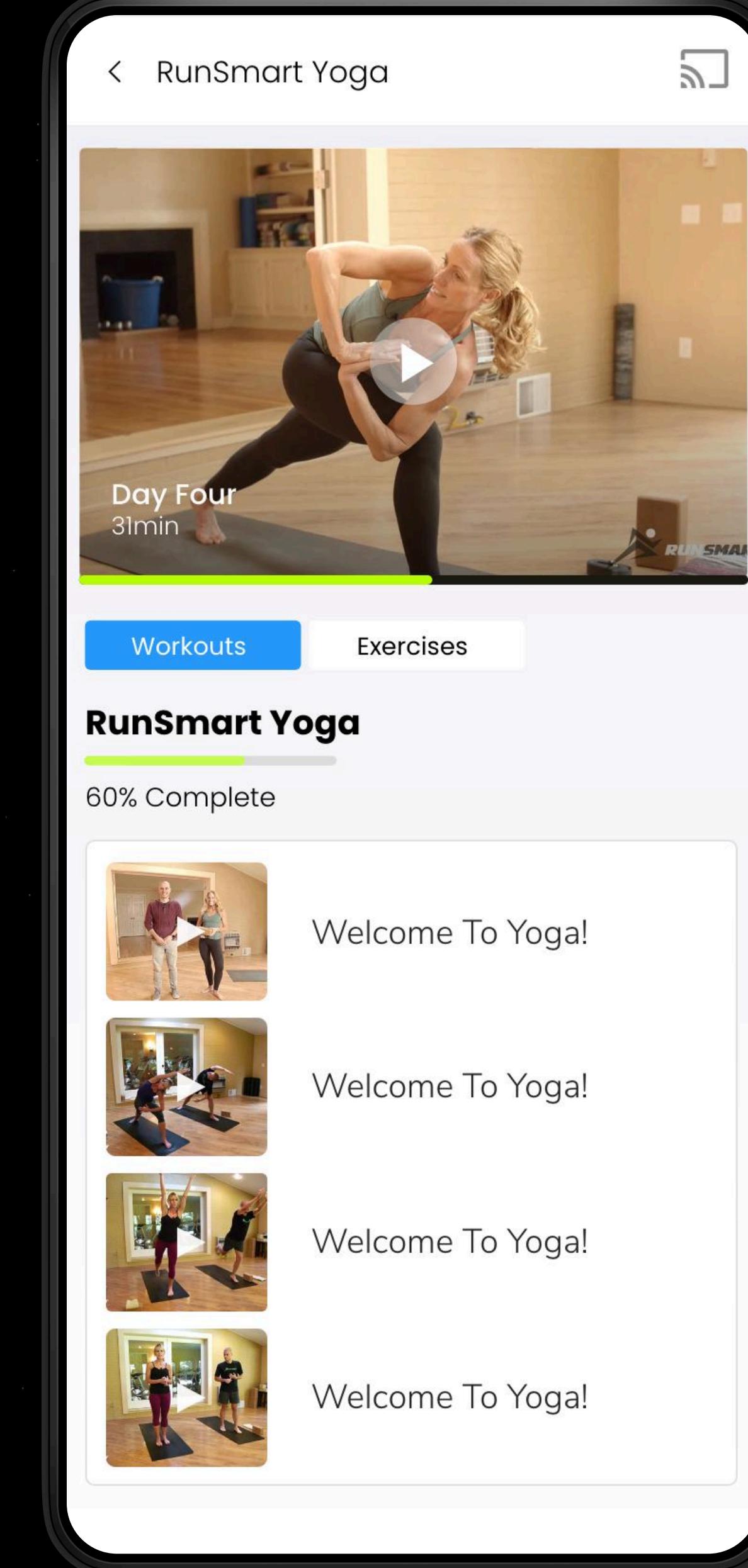
# RunSmart Online

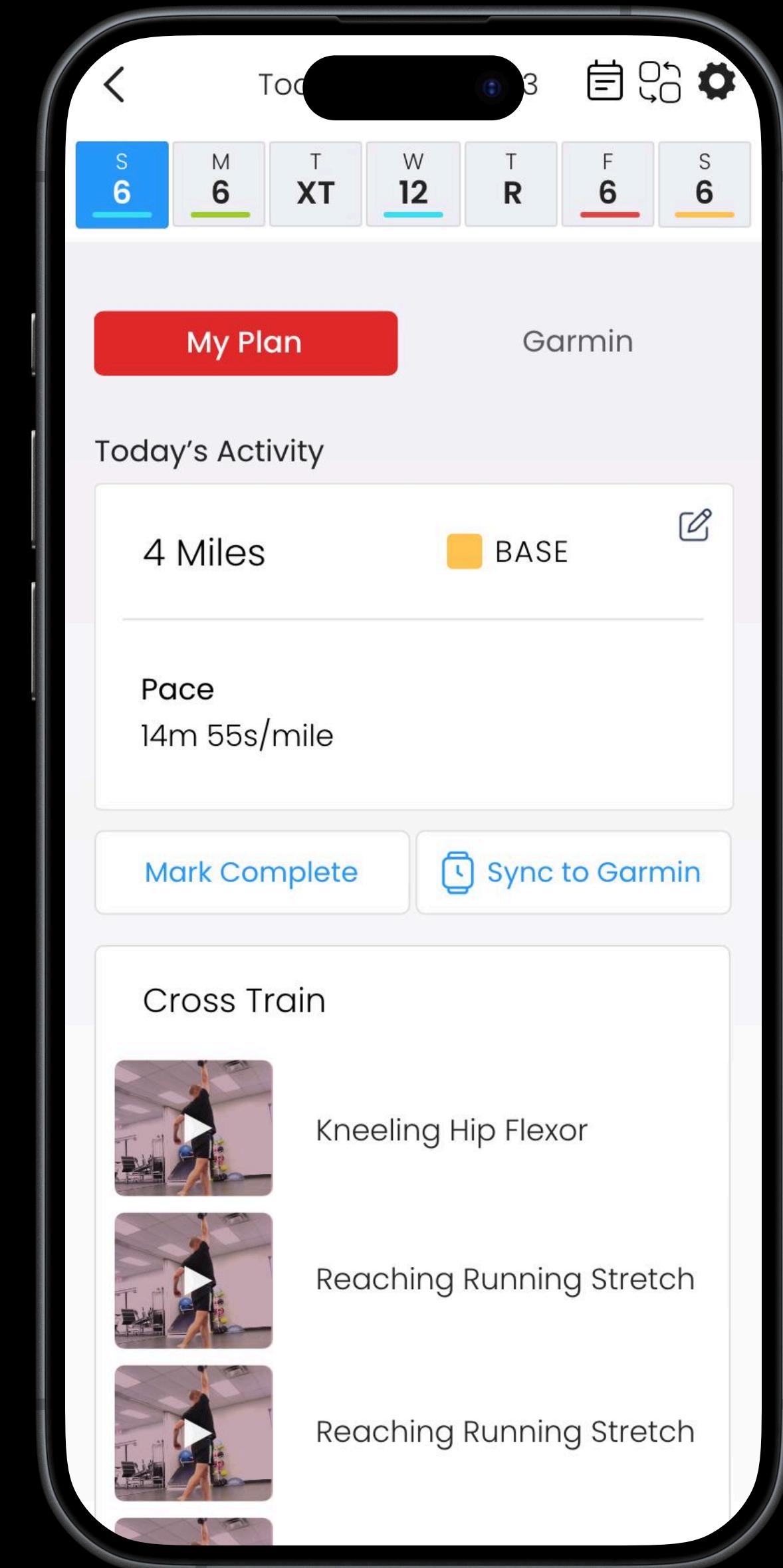
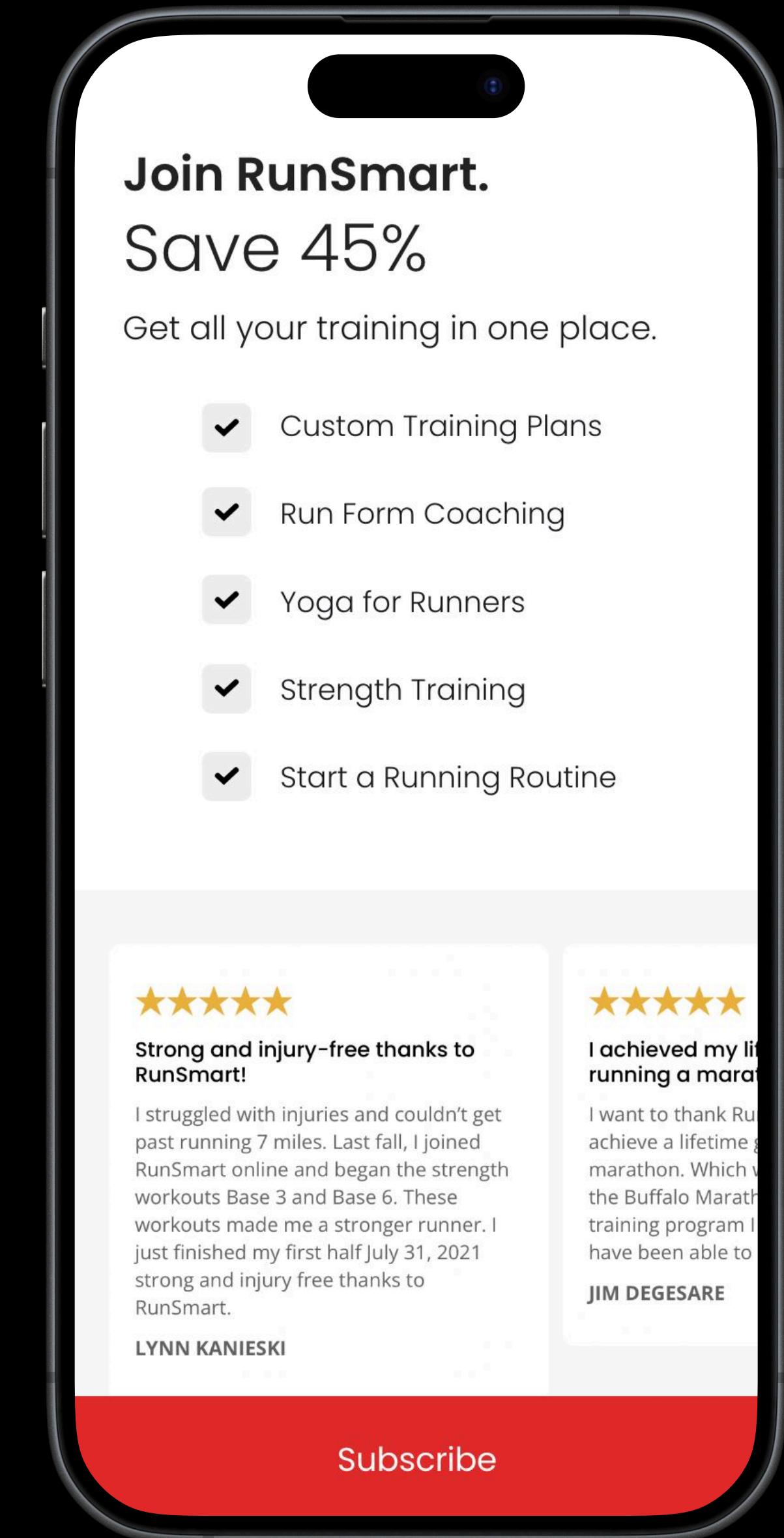
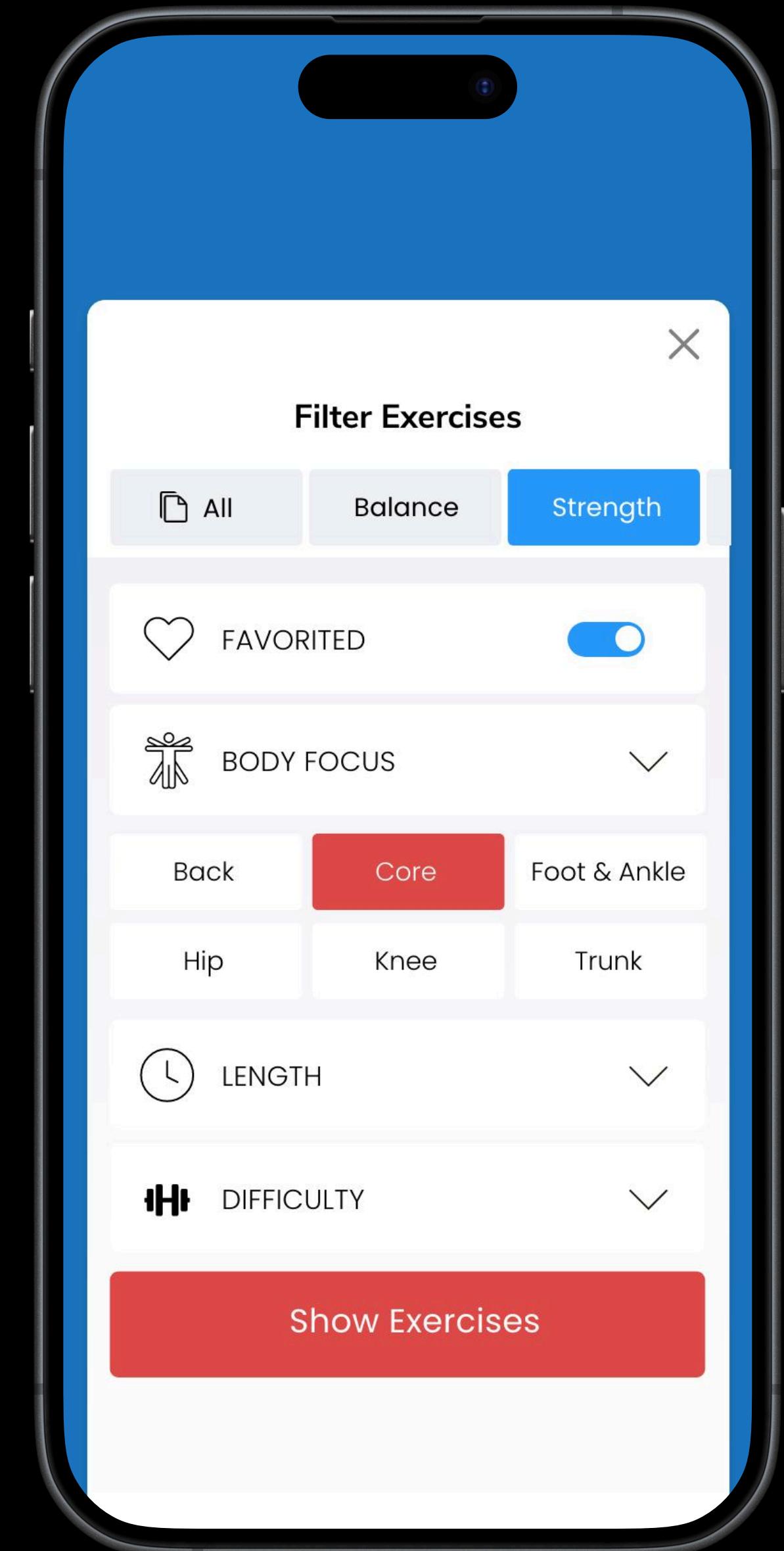
- ✓ Increased user engagement 40% through UX redesign and feature optimization
- ✓ Developed responsive web experiences and email campaigns growing memberships 25%
- ✓ Built analytics dashboards tracking user behavior and conversion metrics
- ✓ Collaborated with engineering team on design system implementation

Note: View New RunSmart Intelligence Dashboards



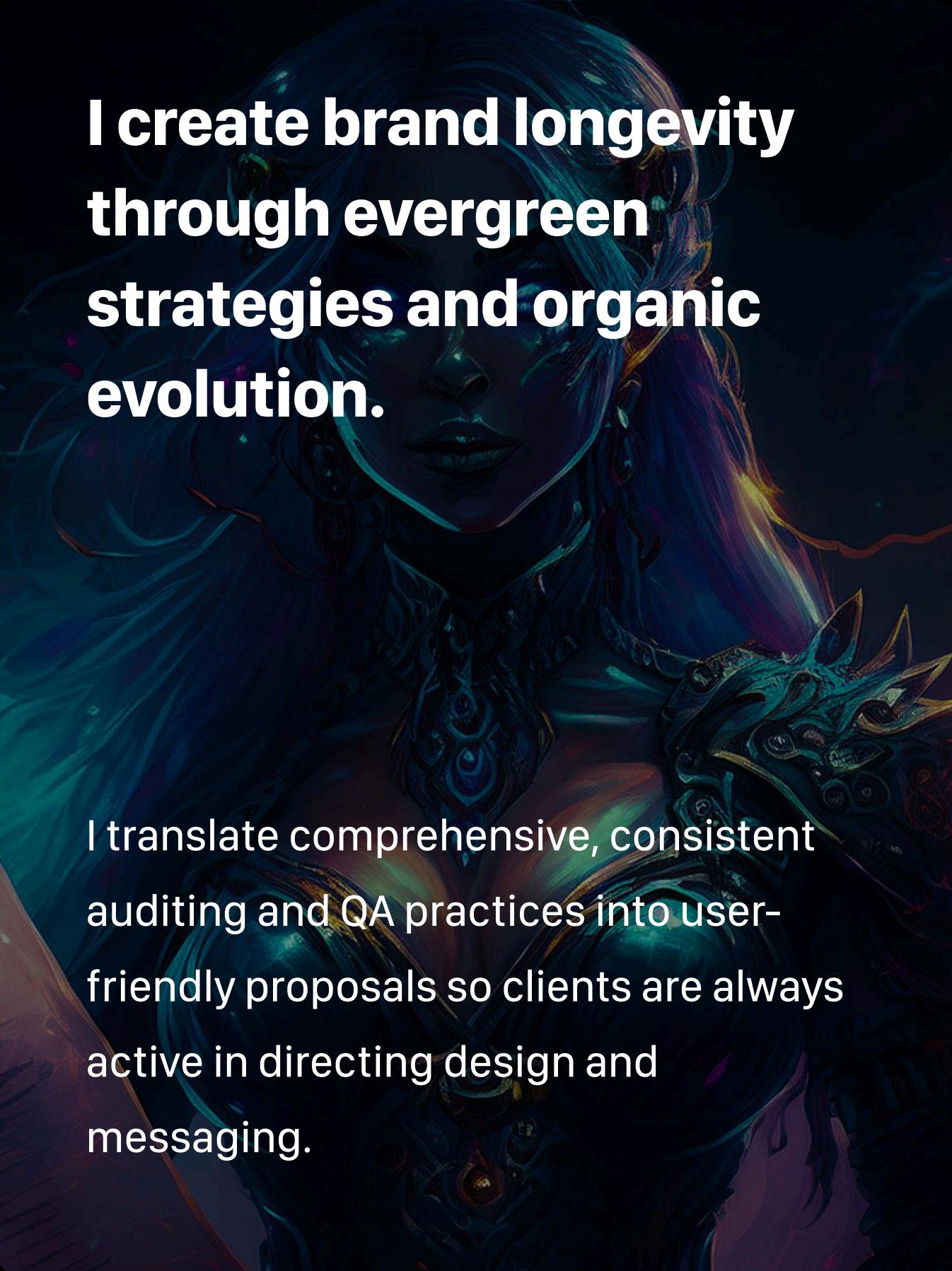
Next >





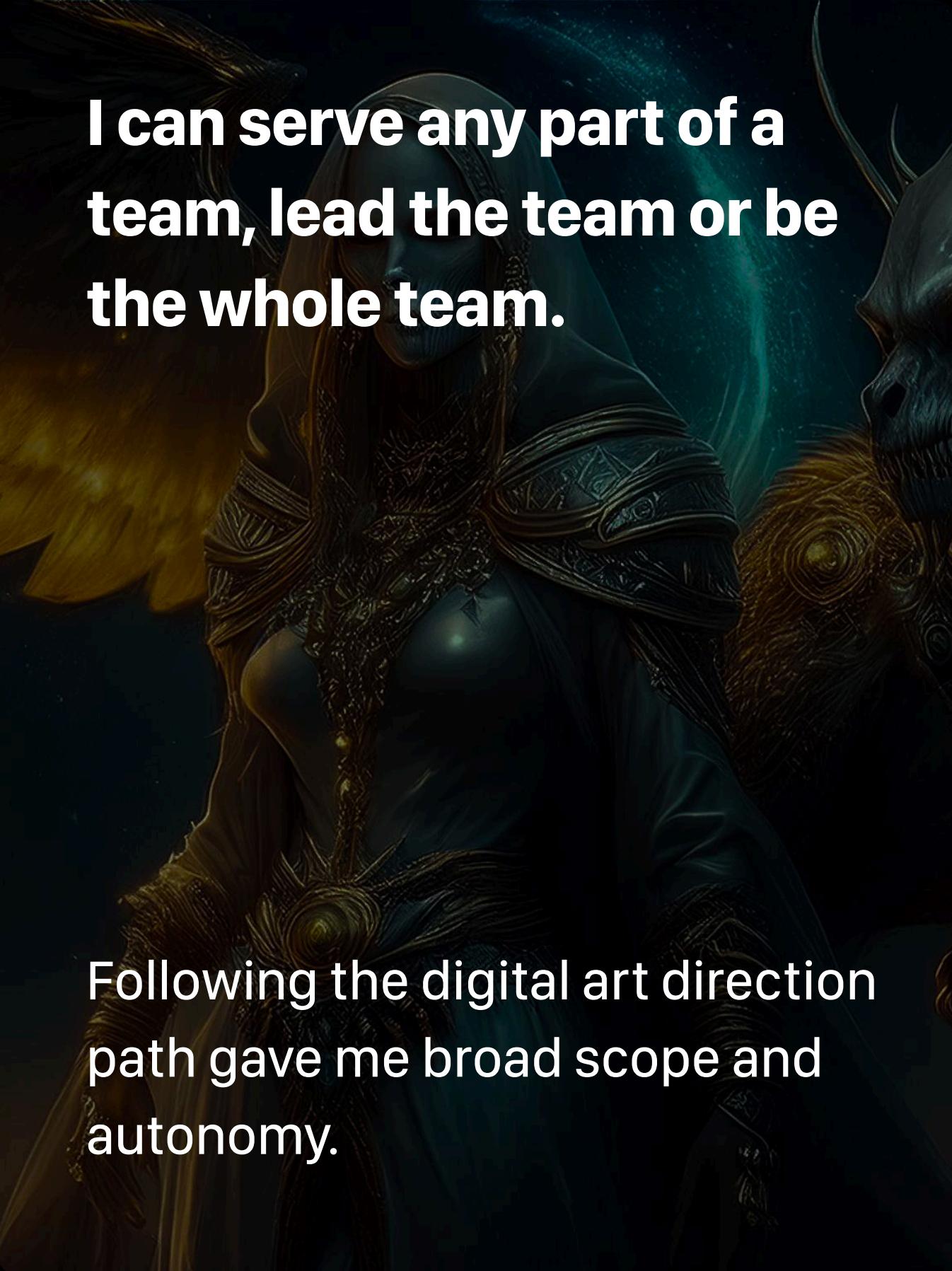
Next >

# Design Empathy × Developer Precision



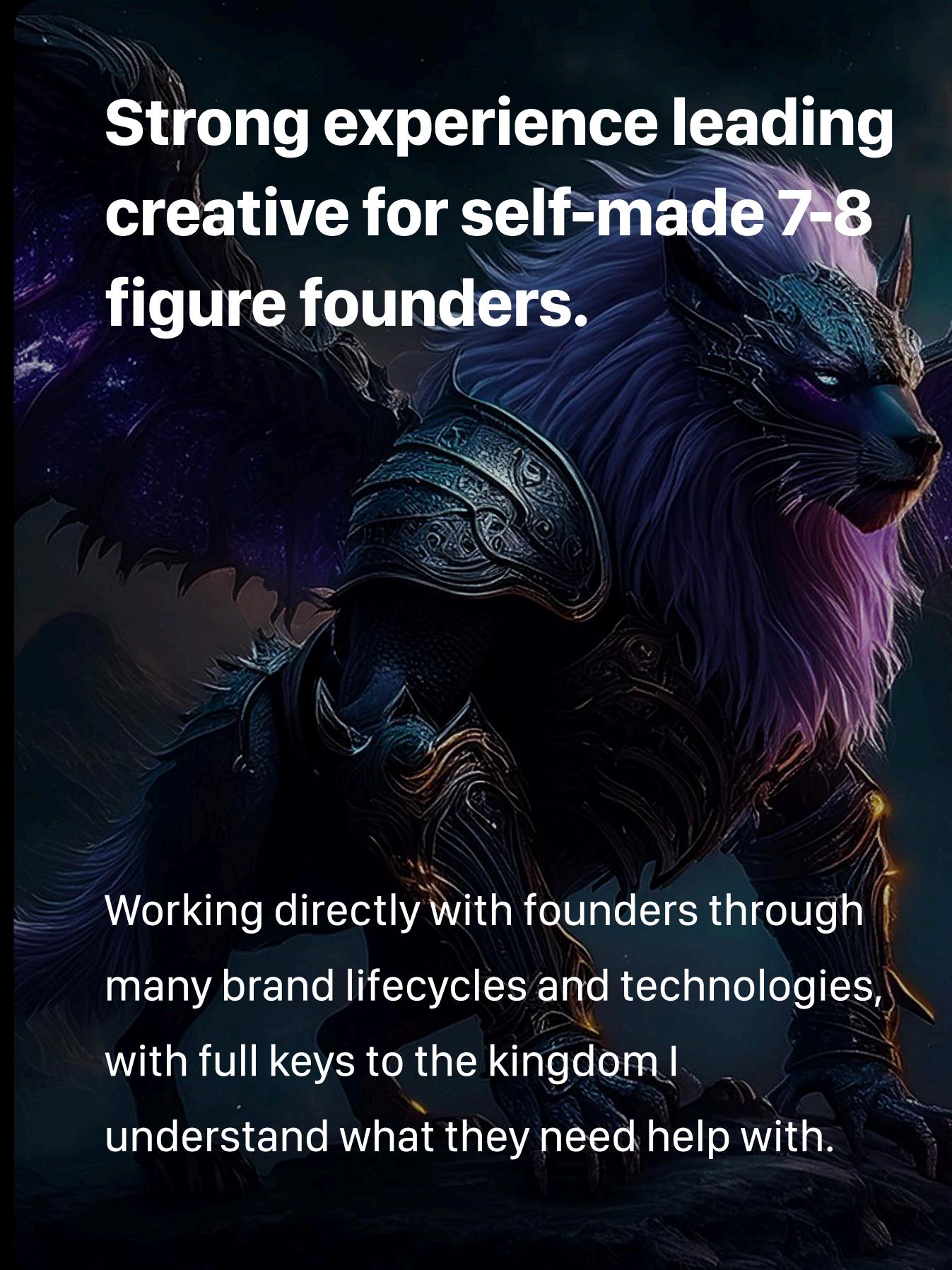
**I create brand longevity through evergreen strategies and organic evolution.**

I translate comprehensive, consistent auditing and QA practices into user-friendly proposals so clients are always active in directing design and messaging.



**I can serve any part of a team, lead the team or be the whole team.**

Following the digital art direction path gave me broad scope and autonomy.

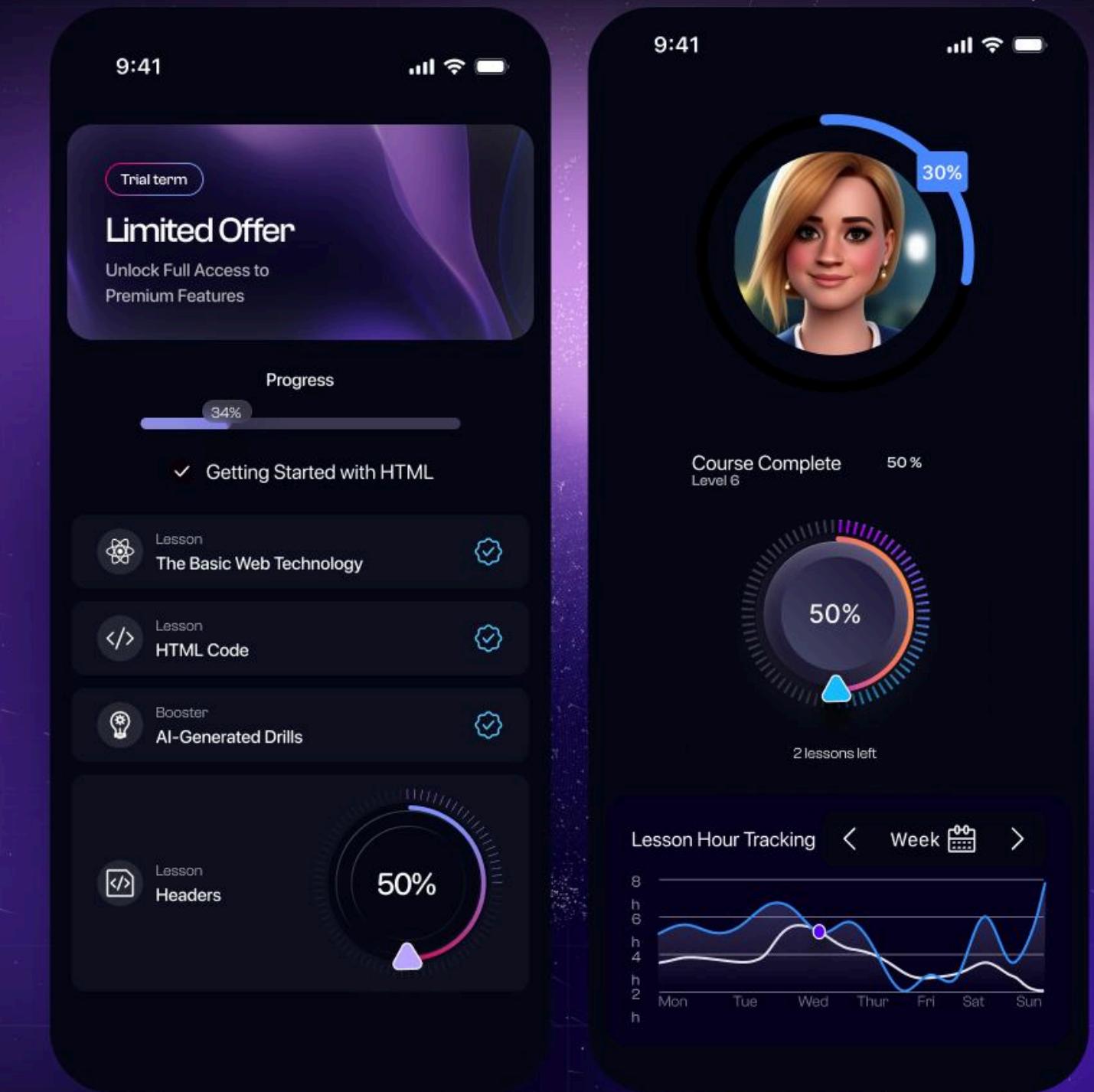


**Strong experience leading creative for self-made 7-8 figure founders.**

Working directly with founders through many brand lifecycles and technologies, with full keys to the kingdom I understand what they need help with.

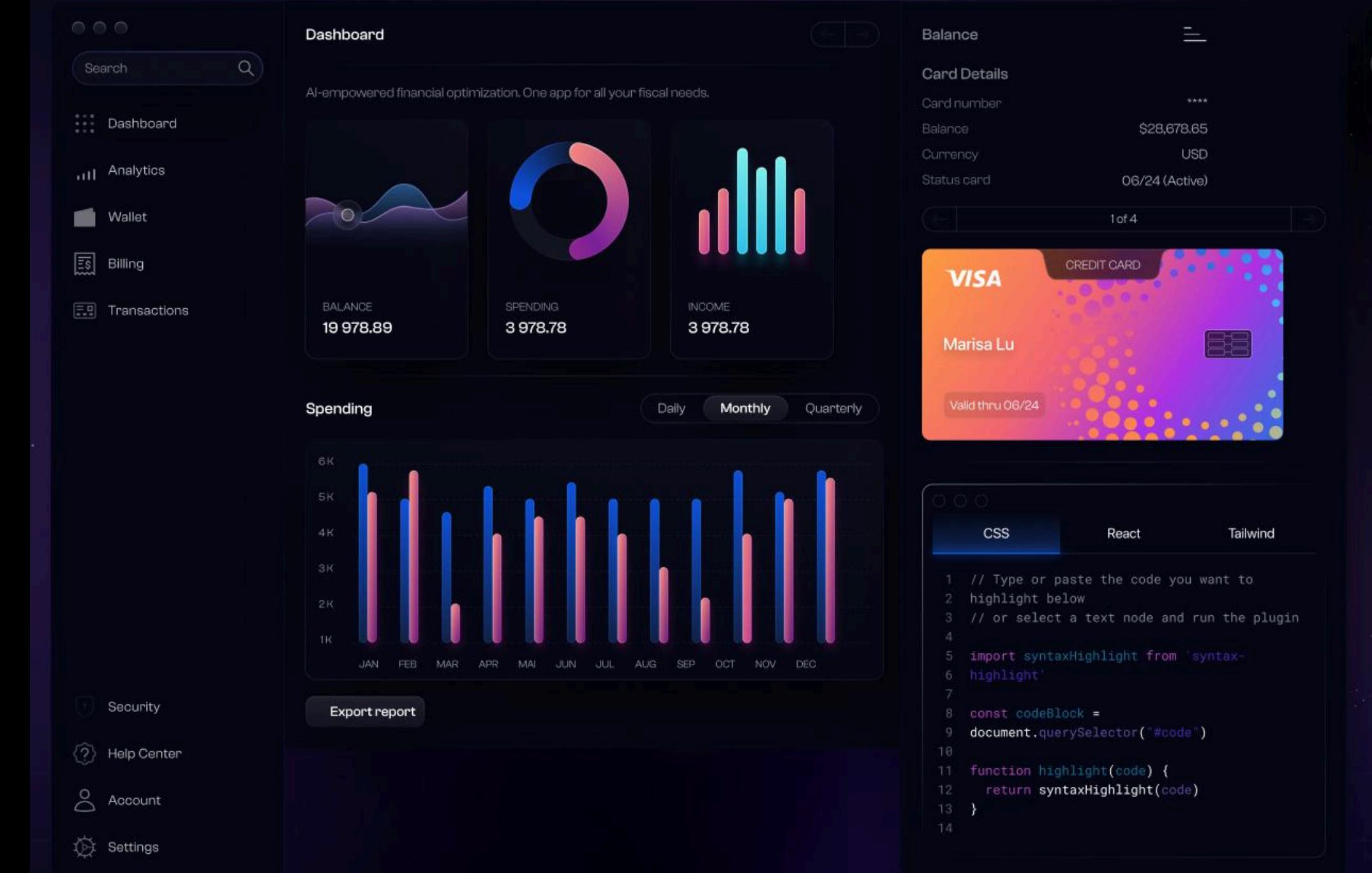
# Accessibility for the Win!

Neurodivergent Strength: Systematic thinking =  
better documentation, edge case detection, pattern  
recognition



# Building Bridges

Having served all the roles, I can be a support in bringing Designers, Marketers, and Developers together and using my Art Direction background to teach junior creatives to batch and scale and automate for higher productivity and alignment.



Next >

# Perfect Intersection

This role is where design thinking meets development execution meets conversion optimization.

I'm bringing:

- ❖ Multi-platform Mastery
- ❖ Design system thinking that scales team
- ❖ Data-driven creative intelligence
- ❖ 20 years building toward this exact role

The screenshot shows a dark-themed website for Petersen Games. At the top, there's a navigation bar with links for 'Browse', 'Hire Talent', 'Sell Your Work', 'About', a search bar labeled 'Search for resources', and buttons for 'Log in' and 'Sign up'. Below the navigation is a grid of product cards for 'Cthulhu Wars'. Each card features a small image, the product name 'Cthulhu Wars', the price '\$29', and the tag 'Omega Master Rule Book Asymmetric Strategy'. To the left of the grid is a sidebar titled 'Filters' with sections for 'CATEGORIES', 'CORE GAMES', 'ADDED', 'TAGS', and 'PRICE'. Under 'CORE GAMES', 'Cthulhu Wars' is selected. Under 'ADDED', 'Now' is selected. Under 'PRICE', a blue circle highlights the '\$29' price point. At the bottom of the sidebar are 'Reset' and 'Done' buttons.

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# Penny Platt

UX/UI Designer & Frontend Developer

iOS Applications | 20+ Years Creative Direction

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