

Penny Platt

Creative Developer & UX Strategist

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HubSpot

Remote - USA

Re: Staff Design Technologist, UX + AI Tools & Transformation

Dear Hiring Team,

I'm excited to apply for the Staff Design Technologist position. With 20+ years building tools that transform creative workflows—from design systems to AI-powered platforms—I bring the rare combination of deep technical craft and systematic transformation thinking this role demands. What draws me to this opportunity is the chance to architect AI-augmented tools at scale for a team of 250+ designers, solving the exact workflow friction I've experienced and solved throughout my career.

Building AI Tools That Augment Human Creativity

I've spent the past 18 months architecting Oksana—a brand-aware content intelligence platform that demonstrates my approach to AI-augmented creative workflows:

Oksana Platform Architecture:

- **Apple Intelligence Integration:** Full-stack application leveraging foundation models for content generation while maintaining brand consistency
- **Design System Intelligence:** Treats design tokens, component libraries, and brand guidelines as structured data that AI can reason about
- **Workflow Integration:** Notion API integration enabling content batching, acceleration, and analytics intelligence for design teams
- **Real-time Validation:** TypeScript validation layers ensure AI output adheres to accessibility standards, brand guidelines, and technical requirements
- **Multi-platform Orchestration:** Synchronizes Shopify, Klaviyo, and Grid API for comprehensive design operations intelligence

This isn't theoretical exploration—it's a production system I've built, tested, and refined through real workflow challenges. The technical decisions I've made mirror exactly what your role requires: balancing cutting-edge AI capabilities with production-quality standards teams depend on.

Full-Stack Technical Craft + AI Integration Mastery

My technical foundation combines modern web development with AI-first architecture thinking:

Production AI Applications:

- **Foundation Model Integration:** Direct experience with Claude API, implementing context management, prompt engineering, and structured output validation
- **Generative Workflow Automation:** Built branching narrative engine that generates adaptive content while maintaining creative intent
- **Quality Assurance Systems:** Automated validation ensuring AI output meets accessibility (WCAG), brand consistency, and technical standards
- **Performance Optimization:** Edge computing strategies, caching patterns, and response streaming for sub-200ms latency

Full-Stack Development:

- **Frontend:** React, Next.js, TypeScript, SwiftUI—component architectures that scale across platforms
- **API Development:** Custom integrations across Notion, Shopify, Klaviyo, Grid—experience with enterprise tooling ecosystems
- **Design Systems:** Quantum-spatial design framework with TypeScript validation, ensuring programmatic brand consistency
- **Deployment:** Vercel, edge functions, continuous integration—production-ready infrastructure

Developer/Designer-Focused Tools:

- **Bridge Frameworks:** Built validation layers that catch Apple HIG and design system drift during development
- **Component Libraries:** Reusable systems with built-in accessibility requirements, responsive behavior, and prop validation
- **Design Token Systems:** Programmatic enforcement of brand consistency across platforms and teams
- **Documentation Automation:** Tools that generate living documentation from code, keeping design and implementation in sync

Deep Fluency in Design Workflows

I approach tool-building from a designer's perspective because I've lived the workflows I'm optimizing:

- **20 Years Design Direction:** Art direction for major campaigns, e-commerce systems, learning platforms—I understand creative friction intimately
- **Design Systems Thinking:** Created comprehensive systems for Petersen Games (100+ SKUs), RunSmart (40% engagement increase), ACHS (5,000+ students)
- **Cross-Functional Collaboration:** Bridge between design vision, engineering constraints, and business objectives—fluent in all three languages
- **Systematic Problem-Solving:** My neurodivergent thinking naturally identifies patterns, edge cases, and workflow inefficiencies others miss

This means when I build AI tools, I'm not guessing at designer needs—I'm solving problems I've personally experienced and understand at a systems level.

Driving Organizational Transformation

Tool adoption isn't just technical—it's cultural. My approach to transformation:

Proven Results:

- **40% Engagement Increase:** RunSmart UX redesign through systematic workflow analysis and iterative improvement
- **25% Membership Growth:** Conversion optimization via data-informed design decisions and A/B testing
- **89% Time Reduction:** Content production acceleration through Oksana's AI-augmented workflows (4 hours → 26 minutes)
- **94% Brand Consistency:** Maintained through programmatic validation across AI-generated content

Change Management:

- Created documentation and training that made complex systems accessible to non-technical stakeholders
- Evangelized design system adoption across distributed teams through clear communication and demonstrable value
- Built feedback loops into tools, iterating based on actual usage patterns rather than assumptions
- Modeled technical curiosity and AI fluency, helping teams become effective collaborators with new tools

Technical Communication & Influence

I excel at translating between technical and creative perspectives:

- **Designer Communication:** Explain technical constraints and opportunities in terms of creative outcomes and workflow improvements
- **Engineering Collaboration:** Articulate design requirements as technical specifications, reducing implementation ambiguity
- **Leadership Influence:** Present complex AI integrations as business value: time savings, quality improvements, risk mitigation
- **Documentation Excellence:** My systematic thinking produces clear, comprehensive documentation that accelerates adoption

I've successfully influenced technical decisions across organizations by demonstrating value through working prototypes and measurable impact.

Experimentation Culture + Production Standards

I thrive in the tension between cutting-edge exploration and production reliability:

My Development Philosophy:

- **Prototype Rapidly:** Test AI capabilities through quick experiments, fail fast, learn continuously
- **Validate Systematically:** Move promising prototypes to production through rigorous testing and validation
- **Monitor Obsessively:** Track adoption, performance, and user satisfaction—iterate based on real feedback
- **Document Thoroughly:** Ensure team can maintain and extend tools even as AI capabilities evolve

Oksana's 18-month development demonstrates this approach: I've iterated through multiple AI integration patterns, refined prompt engineering strategies, and built validation systems that catch edge cases before they impact users—all while maintaining production uptime and user trust.

Why This Role + Why Now

This position represents the perfect intersection of my skills and the future I'm building toward:

- ✓ **Scale Impact:** Amplify 250+ designers rather than individual client projects—systematic

leverage I crave

- ✓ **Technical Challenge:** Complex workflow-heavy applications requiring sophisticated AI integration—exactly my expertise
- ✓ **Organizational Transformation:** Drive adoption and cultural change through excellent tools—where craft meets strategy
- ✓ **AI Frontier:** Pioneer AI-augmented design practice with resources and team scale I haven't had access to
- ✓ **Creative Productivity:** Build tools that unlock human potential rather than replace it—my core philosophy

I'm not transitioning from a different discipline—I've been building exactly these kinds of tools, just at smaller scale. This role offers the opportunity to apply my methods to challenges worthy of the investment.

Qualifications Alignment

- ✓ **10+ Years Progressive Experience:** 20+ years spanning design direction, UX engineering, full-stack development
- ✓ **AI Concepts & Integration:** 18 months production experience with foundation models, prompt engineering, validation systems
- ✓ **AI Development Tools:** Direct integration of Claude API, Apple Intelligence frameworks, generative workflow automation
- ✓ **Technical Communication:** Proven collaboration across design, engineering, product, leadership stakeholders
- ✓ **Technical Transformation:** Driven design system adoption, workflow improvements, organizational change through tooling
- ✓ **Continuous Improvement:** Systematic approach to personal craft development and team capability building
- ✓ **AI-Augmented Workflows:** Architected systems that enhance rather than replace human creativity—core to Oksana's design

Portfolio Highlights

- **Oksana Platform (oksana.ai):** Full-stack AI-powered content intelligence system demonstrating production-quality AI integration
- **Quantum-Spatial Design System:** Comprehensive framework with TypeScript validation, Apple HIG compliance, accessibility standards

- **Component Libraries:** Reusable systems with programmatic brand consistency enforcement across platforms
- **Analytics Dashboards:** Multi-platform integration tracking design operations and conversion metrics

I'm excited about the opportunity to build tools that define how design teams work with AI. Your mission—transforming creative productivity at scale—aligns perfectly with the work I've been doing independently. I'd welcome the chance to discuss how my AI integration experience, full-stack craft, and systematic transformation approach can accelerate your UX team's capabilities.

I'm prepared to showcase Oksana's architecture, demonstrate my design system validation tools, and discuss specific workflow challenges your team faces during interviews.

Sincerely,
Penny Platt

Attachments:

- Resume
- Portfolio: 9bitstudios.io
- Oksana Platform: oksana.ai
- Design System Documentation: Available upon request