

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

With 20+ years evaluating design execution across platforms, I bring systematic design critique expertise—identifying what works, what doesn't, and articulating why with precision. Apple HIG certified knowledge, brand consistency enforcement, and experience mentoring design teams on visual hierarchy, typography, color theory, and compositional fundamentals.

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 & UX

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

Featured Projects

🖥 Case Study

Custom Shopify Plus theme with ultra-smart filtering architecture managing complex product catalogs for horror gaming collectors. Built type-safe validation system handling 15+ filter categories, integrated Klaviyo email intelligence and Grid API analytics for behavioral tracking. Achieved 94/100 Lighthouse score, 2.3s load time, 47% revenue growth within 6 months.

🔗 [Petersen Games Custom Shopify Liquid](#)

🖥 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 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
- **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 & E-Commerce 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 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