Penny Platt

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

⌖ Portland, Oregon | Remote or On-Site   ☏ (971) 386-7688
✉   in @penny-platt   ⊕ 9bitstudios.io   ⊕ Oksana.ai

Profile

Creative developer and UX strategist with 20+ years bridging design direction and technical execution. Specialized in multi-platform development (HubSpot, WordPress, Shopify), 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

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

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

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

Integrations & APIs
Notion, Klaviyo, Shopify API, Grid API, Anthropic API, Apple Intelligence, Automation Workflows

Design & Strategy
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 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