

Penny Platt

Creative Developer & UX Strategist

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

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| Howdy Hiring Team,

I'm excited to apply for the Front-End Web Developer position at Corporate Tools. After 20 years as an Art Director turned UX Director, I learned to code because I was tired of watching beautiful designs break during implementation. Now 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.

| What Kind of Problems I Want to Solve

The messy, real-world ones where "just use a plugin" isn't good enough:

Performance optimization that actually matters — Not just "we got a green score on GTmetrix," but "we cut load time in half and conversion went up 25%" (which I did for Petersen Games by building a custom Shopify theme with aggressive asset optimization and lazy-loading strategies)

Wordpress architecture that scales — I've built custom post type systems with ACF that handle 10,000+ products, metadata structures that don't bog down queries, and admin interfaces that clients can actually use without calling me every week

The accessibility stuff nobody wants to do — Keyboard navigation, screen reader support, color contrast that doesn't make designers cry. I build WCAG-compliant interfaces because it's the right thing to do, and because I'm neurodivergent myself—I know what bad UX feels like

Integration Intelligence — APIs that talk to each other properly. I built a platform called Oksana that syncs WordPress, Shopify, Klaviyo, and Notion together for real-time content operations. It's the kind of multi-system integration your clients probably need but don't know how to ask for

| Who I Am

I am the developer who:

Figures things out — Hand me a half-documented API and a deadline, I'll ship working code. I read source files, dig through Stack Overflow, and actually test edge cases. My neurodivergent brain loves systematic problem-solving

Audits and documents obsessively — Because six months from now when something breaks, nobody (including me) will remember why that function does what it does. Good documentation isn't extra work—it's how you build maintainable systems

Cares about the details — Pixel-perfect responsive breakpoints. Semantic HTML that makes sense. CSS that doesn't rely on !important everywhere. Git commits that actually describe what changed. The unsexy stuff that separates functional code from professional code

Works well with non-technical people — 20 years of client work taught me how to translate "I want it to pop more" into actual technical requirements. I can talk to designers about component

architecture and to stakeholders about ROI without anyone's eyes glazing over

Real example: When RunSmart Online's membership platform was hemorrhaging users, I didn't just "make it look better." I rebuilt the entire navigation architecture based on analytics data, implemented A/B testing for the checkout flow, and created a custom WordPress dashboard for coaches to manage their content. Result: 40% increase in engagement, 25% membership growth, and coaches who could finally update their own pages without calling me.

Technical Alignment

HTML, CSS, JavaScript, Shopify, TypeScript React frameworks

Responsive design & accessibility aligned with Apple HIG + WCAG compliance

API integrations & automation workflows established in the Oksana platform for multi-platform development

IxDF certified, data-driven approach to UX best practices

20 years design direction experience in Adobe Creative Cloud

Version control with Github workflows

Systematic documentation and validation practices and my Typescript / Swift / Apple Intelligence bridge framework ensures code stability and quality

Why This Fits

You need someone who can jump into existing codebases, figure out what's going on, and start shipping improvements without hand-holding. That's my entire career. Serving in Art Direction roles that allowed me a broad range of autonomy and scope to audit and optimize has been a conscious choice.

You want someone who actually cares about code quality, not just "does it work?" That's why I write TypeScript when I don't have to, document my functions, and refactor messy code even when nobody asked me to.

You're looking for someone who can drive UI/UX execution independently. I've spent two decades making design decisions—I know when to push back on impractical designs and when to figure out how to make them work anyway.

And to be honest, remote work with quarterly allowances for making my setup comfortable, 29 days PTO after three years, and a trail mix bar sounds pretty damn good. Ideal, in fact. I'd love to chat about how I can contribute to your projects. I'm ready to jump in, audit and optimize, and design modern, interactive, analytics-informed experiences for you. I am actively interviewing right now and available at your convenience.

Thank you for considering my application.

Sincerely,

Penny Platt

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

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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

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

🖥 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