Penny Platt

Creative Developer & UX Strategist

⊙ Portland, Oregon | Remote or On-Site   ☎ (971) 386-7688

✉ penny@9bitstudios.io   in @penny-platt   ⊕ 9bitstudios.io   ⊕ Oksana.ai

Dear Ken and Hiring Team,

I'm excited to apply for the Junior Web Developer position at Tango Manufacturing. After 20 years as a creative 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.

Type Safety & Validation as Quality Control

My art direction background instilled an auditing practive early, reinforcing that media that gets results requires systematic validation. I've carried this principle into modern development through:
TypeScript validation layers that ensure design system compliance
Automated QA processes that catch inconsistencies before deployment
Component libraries with built-in accessibility requirements and responsive behavior
Design token systems that enforce brand consistency programmatically
This means: when designs are handed off, the technical build doesn't just look right—it's validated against design systems, accessibility standards, and performance benchmarks automatically.

Integration Intelligence

I've built what I call Oksana— a brand-aware content intelligence platform that demonstrates my approach to complex integrations. Currently implemented as a Notion integration (with a Vercel interface in development), Oksana syncs:
RESTful Application Programming Interface (API) integration for data synchronization
Content Management System (CMS) architecture using Notion as operations hub
Analytics visualization through Grid API integration
Automated content workflows that reduced manual operations by 89%
This integration experience translates directly to Tango's needs: connecting databases, implementing Content Management Systems (CMS), managing version control with Git, and building automation workflows that improve operational efficiency. I practice content batching and acceleration through this system—exactly the kind of workflow optimization and API integration your role requires.

Proven Results Through Systematic Optimization

As Creative User Experience (UX) Lead at RunSmart Online, I increased user engagement 40% and grew memberships 25% through data-informed development:
Restructuring navigation based on user behavior data

Built analytics dashboards using Google Analytics 4 (GA4) that tracked conversion funnels
Collaborated with engineering teams on design system implementation
Implemented responsive designs with systematic A/B testing across devices
Optimized page load speed and implemented Content Delivery Networks (CDNs)
At American College of Healthcare Sciences, I improved organic traffic 45% through comprehensive web audits addressing technical Search Engine Optimization (SEO), page speed optimization, and structured metadata. These weren't surface-level visual changes—they were systematic improvements informed by data and validated through testing.

How I Work With Teams

I dive deep into understanding business goals, translate them into technical requirements, and deliver implementations that are both beautiful and measurable. My systematic approach means I can:
Build faster - Reusable component libraries and design tokens accelerate development while maintaining consistency
Build Better — Type safety and automated validation ensure quality at scale
Build Smarter — Data-informed decisions backed by analytics and user behavior
Build Smarter — Clear documentation and systematic processes make cross-functional work smoother
My systematic thinking (part of being neurodivergent) naturally produces documentation and processes that create a single source of truth for designers, content creators, project managers, and developers. When working with clients, I translate their needs into technical specifications and provide regular progress updates that align with their expectations.

Technical Alignment With Your Requirements

Front-End Development: HyperText Markup Language (HTML5), Cascading Style Sheets (CSS3), JavaScript (ES6+), responsive design, browser compatibility testing
Back-End Capabilities: Node.js, API development, database integration, server-side logic
Modern Frsmeworks: React, TypeScript, Next.js for full-stack applications
Content Management: WordPress, Shopify, Framer, custom CMS implementations and acceleration through my Notion integration
Modern UX Practices: IxDF certified, data-driven approach to UX best practices
AccessibilityWCAG (Web Content Accessibility Guidelines) compliance, screen reader optimization, inclusive design principles
Performance & SEO: Page speed optimization, CDN implementation, structured metadata, search engine best practices
Security: Best practices for protecting against vulnerabilities, secure API integration, data protection protocols
Version Control: Git workflows, collaborative development, code review practices
Testing & QA:ss-browser compatibility, device testing, automated validation, bug tracking
Design Tools: Adobe Creative Cloud (20 years experience), Figma, design system development

What I Bring to Tango Manufacturing

Looking at Tango's current digital presence, I see significant opportunities to build a comprehensive digital strategy that showcases your manufacturing capabilities effectively. My combination of

creative direction and technical implementation means I can:

Design and develop a modern website that communicates your technical expertise

Implement analytics and tracking to understand visitor behavior and optimize conversion

Build content management workflows that make updates efficient and maintainable

Ensure cross-browser compatibility and responsive design for all devices

Apply SEO best practices to improve visibility and search engine performance

Create documentation and company resources that support long-term site maintenance and team growth

I can devote 30-40 hours weekly and am available to start within one week of offer acceptance. My hourly rate is $45-50, negotiable based on role scope and growth opportunities— I prioritize finding the right long-term fit. I'd welcome the opportunity to discuss how my validation-first approach, integration expertise, and creative leadership can contribute to Tango Manufacturing's digital growth. I'm available for interviews at your convenience and can provide portfolio examples, code samples, and design system documentation upon request.

Thank you for considering my application.

Sincerely,

Penny Platt