

# Penny Platt

## Designer & Creative | Cultivating Premium Retail Experiences

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### Profile

Creative professional with 20 years cultivating exceptional and lasting customer and client experiences. Experienced in premium retail sales and visual merchandising, with competencies in styling and design, and passionate about helping people discover quality products they will love for years.

### Relevant Skills

#### Solution Finder

20 years client-facing roles, empathy focused

#### Personal Styling

Premium product knowledge and custom shopping experiences

#### Mathematical Aptitude

Accuracy with point of sale and payment processing systems

#### Spatial Styling

Elegant, efficient visual merchandising practices

#### Technical Efficiency

Fluency with point of sale and payment processing systems

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Accuracy with point of sale and payment processing systems

### Professional Experience

#### Founder & Creative Director

September 2023 - Present

##### 9Bit Studios

Portland, OR

- Provide technical consultation and guidance on Apple platform features and capabilities
- Design user experiences prioritizing accessibility and intuitive interaction
- Research and implement emerging Apple technologies and frameworks
- Communicate complex technical concepts to diverse audiences

#### Art Director & UX Designer

January 2021 - January 2023

##### RunSmart Online

Remote

- Delivered customer support and onboarding for 10,000+ app users
- Increased user engagement 40% by understanding and solving customer needs
- Collaborated with team members to improve product based on user feedback
- Created clear documentation and training materials for users and staff

## Art Director

January 2018 - January 2021

### American College of Healthcare Sciences

Portland, OR

- Trained staff and students on digital tools and technology adoption
- Provided technical support and problem-solving for users at all skill levels
- Managed e-commerce customer experience generating \$500k+ annual revenue
- Translated complex technical requirements into user-friendly solutions

## Art Director

January 2016 - January 2018

### Petersen Games

Rockwall, TX

- Managed customer relationships for campaigns generating \$2M+ in funding
- Coordinated international team communication and collaboration
- Problem-solved creative and technical challenges with systematic approach
- Delivered exceptional service to diverse customer base

## Senior Designer

January 2014 - April 2016

### Texas Creative

Austin, TX

- Collaborated with clients to understand needs and deliver solutions
- Provided creative consultation for diverse business challenges
- Maintained positive client relationships through clear communication

## Education

BA, Communication Design | [University of Texas at San Antonio](#) (2010-2012)

AAS, Visual Communications | [Collin College](#) (1995-1998)

## Additional Information

As a neurodivergent individual, I appreciate how thoughtful design can make technology transformative. I enjoy engaging with others in a shared space of cultural and artistic appreciation and am committed to creating welcoming, inclusive, supportive experiences for all customers.