

Penny Platt

Creative Developer & UX Strategist

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| Dear Hiring Manager,

I'm excited to apply for the Web Developer position at Johnson Health Tech. 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.

| Type Safety & Validation as Quality Control

My art direction background instilled an auditing practice 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:

- Shopify for e-commerce data
- Klaviyo for email marketing intelligence
- Grid API for analytics visualization
- Notion as the content operations hub

For my client Petersen Games, this integration provides analytics intelligence that informs content strategy in real-time. I practice content batching and acceleration through this system—exactly the kind of workflow automation and API integration your role requires.

| Proven Results Through Systematic Optimization

As Creative UX Lead at RunSmart Online, I increased user engagement 40% and grew memberships 25% by:

- Restructuring navigation based on user behavior data
- Building analytics dashboards that tracked conversion funnels
- Implementing responsive designs with systematic A/B testing

Collaborating with engineering on design system implementation

These weren't surface-level visual changes—they were systematic UX improvements informed by data and validated through testing.

| How I Work

I dive deep into understanding business goals, translate them into technical requirements, and deliver implementations that are both beautiful and measurable. My certifications + systematic validation approach + integration expertise means I can:

Build faster - Reusable component libraries and design tokens accelerate development

Build Better — Type safety and automated validation ensure quality at scale

Build Smarter — Data-informed decisions backed by analytics and user behavior

I'm particularly drawn to your collaborative environment. My systematic thinking (part of being neurodivergent) naturally produces documentation and processes that make cross-functional work smoother—designers, marketers, and I share a single source of truth.

| 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

I'd welcome the opportunity to discuss how my validation-first approach and integration expertise can contribute to Johnson Health Tech's e-commerce growth. I'm available for immediate engagement and can provide portfolio examples, design system documentation, and analytics dashboards upon request.

Thank you for considering my application.

Sincerely,

Penny Platt