

Penny Platt

Creative Director | UX Designer

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

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SUMMARY

Creative Director and UX Designer driving measurable business results through systematic creative problem-solving and brand strategy. Launched \$2.3M in Kickstarter campaigns with zero prior game industry experience. Built brand systems, digital platforms, and product experiences across gaming, education, e-commerce, and membership sectors. Technical fluency in design systems, component architecture, and code implementation bridges creative vision to production reality.

TECHNICAL SKILLS

Design Systems

Figma, Adobe Creative Suite, Design Tokens, Component Architecture, Accessibility (WCAG)

3D & Spatial

RealityKit, Three.js, Apple Vision Pro Design

Digital Platforms

Shopify Plus, WordPress, Notion, Apple Vision Pro (Apple HIG)

Campaign & Growth

Kickstarter Strategy, Conversion Optimization, A/B Testing

Technical Fluency

TypeScript, React, HTML/CSS, Git Workflows, Cloudflare Pages & Workers, Divi, Squarespace, Node JS

AI & Automation

Claude Code, Notion AI, Adobe Firefly, Stable Diffusion, Agentic Workflows, Rapid Prototyping

SOFT SKILLS

Creative Leadership

Brand Strategy, Creative Direction, Campaign Strategy, Team Leadership

Collaboration

Cross-Functional Communication, Stakeholder Presentation, Mentorship

Strategic Thinking

Problem-Solving, Adaptability, Systematic Iteration

PROFESSIONAL EXPERIENCE

Creative Director

9Bit Studios

Oregon (Remote)

Nov 2023 – Present

- **Architected a quantum-spatial design system** with 200+ tokens spanning color science, typography, and spatial interfaces, built for Apple Vision Pro and M4-optimized applications

- **Founded and led creative direction for Oksana.ai**, a privacy-first creative intelligence platform integrating Apple Intelligence, Notion, Shopify, and Klaviyo
- **Art directed multi-platform brand experiences** spanning web, mobile, spatial computing, and physical product design
- **Built component libraries and design systems** that bridge design-to-development workflows, reducing rework cycles to zero

Art Director & UX Designer

Apr 2021 – Sep 2023

RunSmart Online

Remote — Full-Time

- **Redesigned membership platform**, achieving a 40% increase in engagement and 25% membership growth through systematic UX optimization
- **Rebuilt navigation architecture** from analytics data, eliminating conversion bottlenecks and improving funnel completion
- **Led creative direction and brand consistency** across a custom component library, cutting client support overhead by 10+ hours/week

Art Director

Nov 2018 – Feb 2021

American College of Healthcare Sciences

Oregon

- **Art directed an educational platform redesign** for an online college serving 5,000+ students, focused on accessibility and information architecture
- **Built marketing campaign systems** for student recruitment and brand awareness with measurable conversion gains

Art Director

Sep 2016 – Apr 2018

Petersen Games

On-Site & Remote

Achievement: Directed \$2M+ in Kickstarter campaign funding with zero prior game industry experience — building complete brand universes and visual systems that exceeded funding goals.

- **Art directed Kickstarter campaigns generating \$2M+** across major tabletop launches with a global backer base
- **Designed unified brand systems** — logo suites, color palettes, packaging, and marketing collateral — for complex product lines
- **Established Petersen Games as a premium brand**, with both titles featured in major gaming publications

Senior Designer

Oct 2014 – Jul 2016

Texas Creative Agency

San Antonio, Texas

- **Led creative direction for luxury sector clients** across print, digital, and experiential campaigns, managing teams of designers, illustrators, and developers

EDUCATION

BA, Communication Design — University of Texas at San Antonio
AAS, Visual Communications — Collin College

CERTIFICATIONS

HubSpot (2017): Content Marketing, Social Media, Inbound Marketing, Email Marketing
Interaction Design Foundation (2020): Agile Methods for UX, Journey Mapping, UX Foundations

FEATURED PROJECTS

Portfolio Project: Oksana - Brand-Aware Content Intelligence Platform

Apple Intelligence-powered platform for content strategy automation and analytics intelligence. Integrates Notion, Shopify, Apple Accelerate and the Foundation Models framework for real-time brand consistency enforcement and content acceleration.

 oksana.ai

RunSmart App: Transforming Member Engagement with Predictive Analytics

Implemented a three-tier risk system that identifies at-risk members, enhancing engagement strategies and reducing churn by \$6,000 monthly, thus shifting from reactive to proactive retention management.

 [Case Study](#)  [Desktop](#)  [Mobile Coach](#)  [Mobile Member](#)