Penny Platt

Website Designer & Digital Experience Strategist

⦿ Corvallis, OR · Open to Remote / On-Site / Bend   ☎ (971) 386-7688

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PROFILE

Website designer and creative director with 20+ years translating complex wellness, healthcare, and lifestyle brands into clear, conversion-focused digital experiences. Deep background in holistic health and wellbeing platforms — from redesigning the digital presence of an accredited natural health college to building a performance coaching content hub — with a consistent focus on brand integrity, mobile-first UX, and measurable growth. Currently designing a personal wellbeing app integrating personalized health guidance and habit formation. Passionate about creating digital spaces where science-backed wellness feels both credible and accessible.

CORE SKILLS

Design & UX
Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), UI/UX, mobile-first responsive design, typography, accessibility (WCAG 2.1)

Web & Development
Framer, React, Next.js, TypeScript, Shopify, WordPress, HTML/CSS, Vercel — concept to production

Brand & Content Strategy
Brand systems, content architecture, cross-channel consistency, stakeholder presentations, data visualization

Wellness & Health Domain
Holistic health education, fitness/running coaching platforms, aesthetics & wellness, habit formation UX, health app design (in development)

PROFESSIONAL EXPERIENCE

Founder & Creative Director   September 2023 – Present
9Bit Studios   Wellness App in Development

Reno, NV · Remote

- Designing a **privacy-first wellbeing app** with personalized health guidance and habit formation, integrating Apple Intelligence for on-device processing — assisting with integrative health and mindfulness
- Built complete brand systems and websites for wellness and aesthetics clients including **Stemsculpting Aesthetics** — balancing science credibility with approachable visual warmth
- Developed comprehensive design systems ensuring brand consistency across all digital touchpoints, from marketing to product UI
- Lead all projects from discovery through design to production deployment

Art Director & UX Designer
January 2021 – January 2023

RunSmart Online   Wellness Platform

Remote

- **Increased user engagement 40%** through UX redesign of the content hub — improved navigation, content architecture, and personalized recommendations for a running coaching platform
- Grew membership 25% via responsive web experience optimization and targeted email campaigns
- Built analytics dashboards tracking user behavior, retention, and conversion metrics to drive iterative improvement
- Designed across all digital channels including web, email, and social — maintaining consistent brand voice throughout

Art Director
January 2018 – January 2021

American College of Healthcare Sciences   Holistic Health

Portland, OR

- Led full website redesign for an accredited holistic health institution, contributing to **$500K+ in institutional growth** through improved program presentation and streamlined enrollment UX
- Enrollment inquiries increased 45%; average time-on-site grew 60% — reflecting deeper content engagement with prospective wellness students
- Designed and developed e-commerce store (Shopify) for natural health products and educational materials
- Managed brand consistency across 100+ digital touchpoints serving 5,000+ students; reduced content update time 70% via CMS implementation

Art Director
January 2016 – January 2018

Petersen Games

Rockwall, TX

- Directed design for Kickstarter campaigns and e-commerce platform generating **$2M+ in direct revenue**
- Led cross-functional creative team of 15+ and managed design systems across 100+ SKUs

Senior Designer
January 2014 – April 2016

Texas Creative

Austin, TX

- Created responsive email templates, landing pages, and brand identity systems for diverse agency clients

FEATURED PROJECTS

👥 RunSmart: Wellness Platform Member Retention System

Designed a predictive member engagement system with a three-tier risk model that identifies at-risk users before they churn — reducing monthly churn loss by $6,000 and shifting the platform from reactive to proactive retention. Includes mobile coach and member dashboards.

⎘ Case Study   ⎘ Dashboard Demo   ⎘ Mobile Demo

🖥 Stemsculpting Aesthetics: Wellness Brand & Digital Experience

Complete brand identity and multi-variant digital experience for a regenerative aesthetics practice — balancing clinical credibility with approachable, wellness-forward visual design across B2B and B2C audiences.

⎘ Live Site   ⎘ Consumer Variant

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