ZOË HALL

Senior Frontend Engineer | Specialist in React & Scalable Systems

Fleetio | Remote | Nov 2022 - Current

- Led the migration of Fleetio's website from **Ruby on Rails** to a modern **React** and **TypeScript-based architecture**, implementing an **Atomic Design system** that increased component reusability and reduced development time by ~60%.

- Introduced **TypeScript** into the development workflow, improving **type safety** and reducing runtime errors by ~30%, resulting in a more scalable and maintainable codebase.

- Hired and mentored developers in **component-based development**, **accessibility**, and **modern workflows**, fostering a **collaborative and innovative team environment**.

- **Drove the adoption of emerging technologies**, enhancing **performance and scalability**, and applied insights from **global conferences** to align Fleetio's platform with **industry best practices.**

- Conducted a comprehensive site audit and planned an **accessibility project OKR**, raising the site's accessibility score from **64 to 98** within one quarter while educating peers through **code reviews**, **documentation**, and one-on-one discussions.

- Streamlined workflows and shortened delivery timelines by leveraging **AI-driven tools** to automate repetitive coding tasks and optimize development processes.

Lead Frontend Developer | Consultant

Government Contracts | Harrisburg, PA | Mar 2020 - Nov 2022

- Designed and developed the **Keystone Design System**, a statewide design framework for Pennsylvania, ensuring **WCAG AAA compliance** and delivering scalable, accessible user experiences across multiple government platforms.

- Directed a **brand refresh and website redevelopment** for PA529, increasing site traffic by ~20% and enhancing user engagement with modern, user-focused designs.

- Delivered **responsive solutions** with improved page speed by ~15% through targeted performance enhancements, achieving **accessibility scores of 98+**.

- Facilitated workshops for developers and designers, promoting **accessibility best practices** and fostering **cross-functional collaboration** across teams.

Frontend Developer

Varied Clients | Lancaster, PA | Sept 2018 – Mar 2020

- Implemented **performance optimizations** across multiple client platforms, reducing load times by up to **50%** and achieving **Lighthouse scores of 90+** for performance, accessibility, and best practices.

- Developed **scalable, reusable component libraries**, accelerating development timelines by **40%** while ensuring consistent branding and design across client projects.

SKILLS

Frontend Development

- *React.js, Next.js*
- *JavaScript (ES6+), TypeScript*
- *Tailwind, SASS, LESS, Bootstrap, Foundation, Flexbox*
- *Atomic Design Principles*

Backend Development

- *Node.js, Express.js*
- *MongoDB, PostgreSQL*
- *RESTful APIs,*
- *CI/CD*

Testing & QA

- *Cypress.js, Jest.js*
- *Accessibility Audits (JAWS, AccessiBe, NVDA, Lighthouse)*
- *A/B Testing, SEO*

Tools & Platforms

- *Git, Github, Docker, Azure*
- *Storybook, Chromatic*
- *Figma, Adbe Creative*

COMMUNITY

Communications Director
Friends of Midtown (Non-Profit)

Nov 2021 - Current

EDUCATION

Full-Stack Web Development
Certification | Bloc.io

Jan 2018 - Sep 2018

Completed rigorous training with real-world projects in React.js, Node.js, algorithms, and modern development practices, building a strong foundation in full-stack development.