

Zoë Hall

Senior Frontend Engineer — I build frontend products that serve millions

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✦ TECHNICAL SKILLS

Core: React, Redux, Next.js, TypeScript, JavaScript (ES6+), Node.js, HTML5, CSS3

Architecture: Frontend System Design, Design Systems, Atomic Design, Storybook, Chromatic, CI/CD Pipelines

AI Workflow: Claude Code, ChatGPT, GitHub Copilot, Axe AI, Chromatic AI, Vercel AI SDK, OpenAI API

Styling & UI: Tailwind CSS, SASS, LESS, Emotion, Figma, Responsive Design, Pixel-Perfect Implementation

Data & Backend: GraphQL, REST APIs, PostgreSQL, MongoDB, Python, Sanity CMS, Contentful, Vercel

Quality: Accessibility (WCAG AAA), Cypress, Jest, React Testing Library, Regression Prevention, SEO Architecture, A/B Testing, Git/GitHub

✦ EXPERIENCE

Frontend Architect / Lead Frontend Engineer · Fleetio

Nov 2022 – Present

B2B SaaS · Fleet management platform · Scaled from Series B to Series D · Remote

- **Engineered the frontend behind \$6B in revenue growth**—owned and migrated the entire marketing site from Ruby on Rails to React, Next.js, and TypeScript, building the frontend systems that scaled the platform from Series B to Series D.
- **Built an end-to-end design-to-production pipeline**—Figma to CI/CD to production—with an Atomic Design System that designers and engineers reference as a single source of truth. Reduced feature implementation time by ~60%.
- **Engineered a regression-resistant pipeline across three layers:** design (visual regression via Chromatic), engineering (automated testing), and content (validation gates)—so nothing ships broken, regardless of who touches it.
- **Built internal sales enablement tools** that took revenue attainment from 67% to 134% in two quarters—empowering the sales team to exceed annual growth targets at the halfway mark.
- **Accessibility scores from 64 to 98—permanently.** Engineered WCAG compliance into the component layer so the score doesn't regress. Not a one-time audit fix.
- **SEO health from 68% to 92%—permanently.** Built AI-assisted validation pipelines in CI that block regressions before production. The score holds because the system enforces it.
- **Ships 60% faster using AI-enhanced workflows**—Claude Code, GitHub Copilot, and ChatGPT for component generation, automated testing, refactoring, and documentation at production quality.

Frontend Architect / Senior Frontend Engineer · Government Contracts

Mar 2020 – Nov 2022

Public sector · Statewide platforms serving millions of residents · Harrisburg, PA

- **Designed and shipped the Keystone Design System**—adopted across multiple state agencies with WCAG AAA compliance baked into components by default.
- Built reusable UI component patterns that eliminated repeated accessibility review cycles, enabling teams to ship compliant interfaces independently.
- Improved page performance by ~15% while maintaining 98+ accessibility scores on high-traffic, large-scale applications serving millions of residents.
- Led cross-functional design/engineering workshops to align on component standards, reducing rework and increasing shared ownership of frontend quality.

Frontend Engineer · SKF, Ecore, Axis Lighting, JLG & Others

2017 – 2020

Agency & enterprise · Branded component libraries and consumer-facing websites

- **Reduced page creation time from 1–2 weeks to 2 hours at SKF** by building a branded, reusable component library, accelerating deployment across international brands.
- Delivered full rebrand and multilingual redevelopment of Axis Lighting's international website, supporting product calculators and multi-language features.
- Built and maintained consumer-facing websites for enterprise clients—driving measurable traffic increases through performance optimization and component-driven development.

✦ EDUCATION

Full-Stack Web Development Certification · Bloc.io, San Francisco, CA

Top 1% of graduating class. Full-stack curriculum: React, Node.js/Express, SQL, API design, algorithms, computer science fundamentals, testing, and deployment.

✦ COMMUNITY & MENTORSHIP

Mentor, Tech Ladies (Dec 2024 – Present) — 1:1 career guidance, interview prep, and technical mentorship for women in tech.

Communications Director, Friends of Midtown (Non-Profit) — Web, social, and event strategy for mission-aligned community engagement.