



Zoë Hall

Senior Frontend Engineer / Frontend Architect

Details

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Links

[LinkedIn](#)

[Portfolio](#)

[GitHub](#)

[Medium](#)

Skills

React

Next.js

TypeScript

JavaScript (ES6)

Atomic Components

Storybook

Chromatic

Design Systems

Accessibility (WCAG)

SEO Architecture

A/B Testing

Regression Reduction

Observability

Audits

Profile

Frontend engineer with 8+ years of experience building scalable, regression-resistant frontend systems used by high-traffic products. Specializes in React, Next.js, and TypeScript with a strong focus on preventive tooling, accessibility-first development, and design system architecture. Proven track record of improving UI quality, performance, and developer velocity by embedding standards directly into workflows—making it hard to ship broken or inaccessible interfaces.

Employment History

Frontend Architect / Lead Frontend Engineer, Fleetio

Nov 2022 – Present

- Owned frontend architecture for growth and marketing surfaces, serving thousands of users through highly visible, regression-sensitive UI workflows.
- Designed and implemented preventive frontend systems (SEO, accessibility, performance) that blocked regressions before reaching production, reducing long-term maintenance and firefighting.
- Increased SEO health from 68% '92% and eliminated volatility by enforcing standards through CI, validation pipelines, and shared components rather than manual review.
- Built a pre-render validation and normalization pipeline that functioned as a frontend quality gate—aligning closely with UI testing and approval workflows.
- Led a migration from Ruby on Rails to React, Next.js, and TypeScript, improving scalability, onboarding speed, and confidence in UI changes.
- Architected an Atomic Design system that reduced feature implementation time by ~60% and enabled consistent UI delivery across teams.
- Raised accessibility scores from 64 '98 in one quarter by embedding WCAG requirements directly into components, tests, and review processes.

Frontend Architect / Senior Frontend Engineer, Government Contracts

Mar 2020 – Nov 2022 📍 Harrisburg

- Architected accessibility-first frontend systems for statewide public-sector platforms serving large, diverse user populations.
- Designed and shipped the Keystone Design System, adopted across multiple platforms with WCAG AAA compliance baked into components by default.
- Established reusable UI patterns that eliminated repeated accessibility review work and enabled teams to ship compliant UIs with confidence.
- Improved page performance by ~15% while consistently maintaining 98+ accessibility scores on high-traffic applications.
- Led cross-functional design/engineering workshops to align on standards, reducing rework and increasing shared ownership of UI quality.

Web Performance Optimization

Node.js

APIs

GraphQL

PostgreSQL

Python

CI/CD

Git/GitHub

Tailwind

SASS

LESS

Figma

Emotion

Sanity

Contentful

Education

Bloc.io, Full-Stack Web Development Certification

Nov 2021 – Present • San Francisco, CA

Top 1% of the graduating class.

Built complete web applications, handling both the visible user interface (front-end with HTML, CSS, JavaScript/React) and the server-side logic, databases (SQL), and API's (Node.js/Express). Created user-friendly designs, wrote efficient code, ensured data security, integrated third-party services, tested, debugged, and deployed applications, requiring skills across the entire development stack from design to deployment.

Volunteer

Communications Director, Friends of Midtown (Non-Profit)

Nov 2021 – Present • Harrisburg, PA

Develop and execute strategies for web, social, and events, overseeing mission-aligned messaging across all platforms, managing media/partnerships, creating content (newsletters, reports, web), leading campaigns, and driving engagement/fundraising through digital tools and events to build awareness and support the organization's goals.

Mentor, Tech Ladies

Dec 2024 – Present • Remote

Providing guidance, networking, and support to women in tech, helping them grow professionally by sharing experience, offering tailored advice on career progression, interview prep, and overcoming industry challenges like bias, fostering confidence and visibility, often through structured 1:1 meetings and cultural/professional enrichment activities.