

ZOE HALL

Senior Frontend Developer

Fleetio | Remote | Nov 2022 - Current

- Led the migration of **Fleetio's website** from **Ruby on Rails** to a modern **React-based architecture**, introducing an **Atomic Design system** that increased component reusability and reduced development time by **~60%**.
- Hired and mentored developers in **best practices for component-based development, accessibility, and modern workflows**, fostering a collaborative and innovative team environment.
- Integrated **Storybook** and **Chromatic** as core tools for **version control, testing, and cross-team collaboration**, reducing QA cycles and ensuring visual and functional **consistency** across the platform.
- Drove adoption of **emerging technologies** through **global conference attendance**, applying cutting-edge practices to elevate the platform's **performance and scalability**.
- Conducted a comprehensive **site audit** and planned the **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**.
- **Leveraged AI tools and APIs** (e.g., OpenAI, ChatGPT, Copilot) to automate repetitive coding tasks, optimize workflows, and shorten delivery timelines.

Lead Frontend Developer | Consultant

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

- **Designed and developed the Keystone Design System**, a **statewide design system** for Pennsylvania, ensuring **WCAG AAA compliance** and empowering teams to create **accessible, cohesive user experiences**.
- Directed a **brand refresh** and **website redevelopment** for **PA529**, streamlining workflows and **increasing site traffic by ~20%**.
- Delivered optimized, responsive solutions using **React.js, JavaScript, SASS, Bootstrap**, and **AccessiBe** for **accessibility audits**, achieving an average **~15% improvement in page speed** and **accessibility scores exceeding 98**.
- Facilitated **training workshops** for developers and designers on **accessibility best practices**, fostering a culture of inclusivity and compliance with government standards.

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 scores of 90+** for **performance, accessibility, and best practices**.
- Developed **scalable, reusable component libraries** tailored to client needs, accelerating development timelines by **~40%** and ensuring consistent **brand design**.

CONTACT

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Remote

SKILLS

Frontend Development

- *React.js, Vue.js, Astro.js, Next.js*
- *JavaScript (ES6+), TypeScript*
- *Tailwind CSS, SASS, LESS, Bootstrap, Foundation, Flexbox*
- *Wireframing, Prototyping*
- *Atomic Design Principles*
- *Leadership, Strategic OKR's, UX/UI Design*

Backend Development

- *Node.js, Express.js*
- *MongoDB, PostgreSQL*
- *RESTful APIs*

Testing & Quality Assurance

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

Tools & Platforms

- *Visual Studio Code*
- *Git, Github, Docker, Azure*
- *Storybook, Chromatic*
- *Figma, Adobe Creative*

COMMUNITY

Friends of Midtown (Non-Profit)

Communications Director

Nov 2021 - Current

EDUCATION

Full-Stack Web Development

Certification | Bloc.io

Jan 2018 - Sep 2018

4,000+ hours of real-world projects using React.js, Node.js, and modern development practices, building a solid foundation in full-stack development.