

ZOË HALL

Zoehall.dev | zoefhall@gmail.com
(717) 265-5571 | Remote

Frontend Architect / Staff Frontend Engineer

React • Design Systems • Accessibility (WCAG AAA)

Scalable Frontend Architecture

Frontend Architect with 7+ years designing scalable, accessible web platforms and the frontend systems that enable teams to ship faster with fewer errors. Proven track record leading migrations (Rails → React), designing and governing design systems, establishing engineering standards, and mentoring cross-functional teams. Deep strength in React architecture, design system governance, accessibility, performance, and developer experience.

WORK EXPERIENCE

Frontend Architect / Lead Frontend Engineer

Fleetio | Remote | Nov 2022 - Current

Defined and led the architecture for Fleetio's marketing platform, migrating from Ruby on Rails to a modern React + TypeScript system with clear component boundaries and long-term maintainability.

Architected an Atomic Design component system that increased reuse and reduced implementation time by ~60%, establishing a scalable foundation for product marketing surfaces.

Introduced and standardized TypeScript across the workflow, improving type safety and reducing runtime errors by ~30% while enabling safer refactors and faster onboarding.

Served as the primary frontend authority for a cross-functional group (~4 engineers, 6 designers, and content stakeholders), aligning the team on patterns, standards, and execution.

SKILLS

Frontend Architecture & UI Systems

Design Systems, React, Next.js, TypeScript, JavaScript (ES6+), HTML, Atomic Design, Component Architecture

Accessibility & Quality

WCAG, JAWS, NVDA, Lighthouse, Accessibility Audits, Cypress, Jest, A/B Testing, SEO

Styling & UI Tooling

Tailwind, SASS, LESS, Storybook, Chromatic, Figma, Adobe Cloud, Sanity CMS

Backend & Platform

Node.js, Express.js, REST APIs, MongoDB, PostgreSQL, CI/CD, Git/GitHub, Docker, Azure

EDUCATION

Full-Stack Web Development Certification

Bloc.io | Jan 2018 – Sep 2018

Completed training with production-style projects in React, Node.js, algorithms, and modern development practices.

Led a comprehensive accessibility audit and OKR initiative, raising accessibility score from 64 → 98 within one quarter, embedding accessibility into code review standards and documentation.

Evaluated and introduced tooling and workflows to improve developer experience and delivery velocity, shaping frontend standards for component workflows, CI/CD, and automation.

and delivery velocity (component workflows, CI support, automation), reducing repetitive work and improving consistency.

Hired and mentored engineers in scalable atomic component architecture, accessibility-first practices, and modern frontend workflows—raising team capability and reducing system entropy over time.

Frontend Architect / Senior Frontend Engineer

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

Architected and delivered the Keystone Design System, a statewide UI framework for Pennsylvania designed for scale, reuse, and WCAG AAA compliance across multiple government platforms.

Established repeatable UI patterns, accessibility testing, and documentation that enabled teams to ship accessible experiences with minimal ongoing technical support.

Directed the brand refresh and redevelopment for PA529, translating design into a maintainable frontend system aligned with government standards; increased site traffic by ~20%.

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

Facilitated workshops for designers and developers to align on accessibility and implementation standards, strengthening cross-functional collaboration and shared ownership.

COMMUNITY

Communications Director

Friends of Midtown (Non-Profit) | Nov 2021 – Present

Mentor

Tech Ladies | Dec 2024 – Present