

# ZOË HALL

Interested in projects involving innovative and modern technologies. Open to strategic opportunities collaborating on teams that encourage the exchange of ideas and growth, and pave the way for progressive causes.

## TECHNOLOGIES

### FRONTEND

Agile development,  
Javascript, JSON, JQuery,  
Node.js, Next.js, React,  
Vue, Astro, A/B Testing  
Jasmine, Express,  
Tailwind, Bootstrap,  
Foundation, Flexbox, HTML5,  
LESS, SASS, CSS3,  
WCAG Standards Certification,  
JAWS, NVDA,  
Lighthouse, AccessFlow,  
Git, Github, GitKraken

### BACKEND

PostgreSQL, MongoDB,  
Node.js, Next.js  
Azure DevOps, Docker

### OTHER

Visual Studio, Netlify, Vercel,  
Google Analytics, SEO,  
Figma, Invision, Adobe Suite,  
Bugherd, BrowserStack,

## EDUCATION

Full Stack Certification  
Interaction Design Certification  
UX Design Certification  
WCAG Certification

## CONTACT

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## TECHNICAL PROJECTS

### FLEETIO BRAND REFRESH FOR \$100M ARR GROWTH

Collaborated with a branding agency to redesign and redevelop Fleetio's brand identity, targeting \$100 million ARR growth. Utilized Next.js, React, and Tailwind CSS to ensure the platform was modern and seamlessly integrated into a high-performing UI experience.  
[Fleetio.com](https://fleetio.com)

### FLEETIO MIGRATION

Led the migration of Fleetio's website from Ruby on Rails to React, Next.js, and Tailwind. Developed and maintained components, ensuring accessibility, SEO, and performance standards were exceeded throughout the project.  
[Fleetio.com](https://fleetio.com)

### KEYSTONE DESIGN SYSTEM - PA.GOV

UX/UI Development for The Keystone Design System utilizing Node.js, Javascript, JQuery, Foundation, Flexbox, SASS, Azure DevOps, Google reCAPTCHA, and FormSpree.  
[wcmauthorguide.pa.gov/en/keystone-design-system](https://wcmauthorguide.pa.gov/en/keystone-design-system)

## INDUSTRY EXPERIENCE

### FLEETIO - SENIOR FRONTEND DEVELOPER

Leading development and technical architecture, ensuring scalable solutions. Driving technology adoption through research and innovation, with travel to explore advancements. Responsible for accessibility standards, platform migration and redesign, and maintaining rigorous testing and development cycles.

### PA TREASURY - SENIOR FRONTEND DEVELOPER

Led a team through design and development for digital government programs creating streamlined processes and products for PA citizens.

### TYLER TECHNOLOGIES - LEAD FRONTEND DEVELOPER

Collaborated as a subject matter expert with our government partners to synthesize technology into user-centric UI's.