

Zoë Hall

Frontend Architect / Lead Frontend Engineer

React • Design Systems • Accessibility (WCAG AAA)
Scalable Frontend Architecture

Frontend Architect with 8+ years of experience designing growth-critical frontend systems that scale across teams and time. Specializes in solutions architecture that improves acquisition, performance, accessibility, and SEO at a platform level—enabling teams to ship faster through durable patterns, migrations, and preventive tooling that reduce long-term cost and volatility.

WORK EXPERIENCE

Frontend Architect / Lead Frontend Engineer

Fleetio | Remote | Nov 2022 - Current

Owned frontend solutions architecture for Fleetio's growth and marketing surfaces, serving as the primary authority for design systems, accessibility, and technical SEO across cross-functional teams.

- Increased Fleetio's SEO health score from **68% to 92%**, placing the platform in the **top 10% globally**, while eliminating score volatility through system-level enforcement rather than manual fixes.
- Designed and implemented a **pre-render SEO validation and normalization pipeline**, preventing regressions before content reached production and future-proofing the platform against algorithm changes.
- Led the migration of the marketing platform from

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CORE TECHNICAL SKILLS

Frontend Architecture & Systems

React, Next.js, TypeScript, JavaScript (ES6+), Design Systems, Atomic Components

Growth, Performance & Quality

SEO Architecture, Web Performance Optimization, Accessibility (WCAG), A/B Testing, Audits

Platform & Tooling

Node.js, Python, APIs, GraphQL, PostgreSQL, CI/CD, Git/GitHub, Storybook, Chromatic

Styling & Content

Tailwind, SASS, LESS, Figma, Sanity, Contentful

EDUCATION

Full-Stack Web Development Certification | Bloc.io

COMMUNITY OUTREACH

Communications Director
Friends of Midtown (Non-Profit) | Nov 2021

Mentor
Tech Ladies | Dec 2024 – Present

Ruby on Rails to React and TypeScript, improving maintainability, onboarding speed, and long-term scalability for growth initiatives.

- Architected an **Atomic Design component system** that reduced implementation time by ~60% and enabled consistent delivery across acquisition surfaces.
- Raised accessibility scores from **64 to 98 within one quarter** by embedding WCAG standards directly into engineering workflows, CI checks, and code review.

Frontend Architect / Senior Frontend Engineer

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

Architected scalable, accessibility-first frontend systems for public-sector platforms with statewide reach.

- Designed and delivered the **Keystone Design System**, a reusable UI framework adopted across multiple Pennsylvania government platforms with **WCAG AAA compliance**.
- Established repeatable UI and accessibility patterns that enabled teams to ship compliant experiences with minimal ongoing support or manual review.
- Improved page performance by ~15% while consistently achieving **98+ accessibility scores** on high-traffic public-facing sites.
- Led cross-functional workshops aligning designers and engineers on implementation standards, increasing shared ownership, and reducing downstream rework.