

# 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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(717) 265-5571 | Remote | 17102

## 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.