



Seth Hall, M.F.A.

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PROFESSIONAL SUMMARY

High performing Web Developer with a passion for creative media. 10 years of experience impacting positive organizational outcomes through technical aptitude, interpersonal relationships and effective time management. Confident in ability to collaborate with cross-functional teams to solve complex, high-stakes problems. Committed to continuous improvement and contributing to team success. Dedicated to process and craft.

KEY SKILLS

- **Team Collaboration:** Agile, Jira, Slack, Teams, VS Code, Git/Github/GitLab, Figma, XD
- **Front End:** HTML/CSS/JavaScript, TypeScript, React, Next.js, Storybook, Cypress, APIs, UI/UX, JavaScript Frameworks, performance, accessibility
- **Styling:** shadcn/ui, TailwindCSS, Material UI, Bootstrap, Chakra UI
- **Composable:** Uniform, Contentful, Cloudinary, JAMstack, Headless CMS, Firebase/AWS, GraphQL, SQL

Lead Frontend Developer, *BaseMonkeys*, Remote | August 2023 - August 2024

As the Lead Frontend Developer, I was responsible for engineering a highly scalable and composable web application architecture to enable seamless cross-departmental collaboration.

- Engineered a fully composable web application architecture, enabling seamless collaboration between multiple departments without delays or heavy reliance on developers.
- Collaborated closely with designers and developers to effectively communicate ideas, set clear expectations, and share relevant information to achieve project goals.
- Provided regular, detailed status updates to upper management and key stakeholders, ensuring transparency and alignment throughout the project.

Frontend Engineer/Technical Product Owner, *Uniform*, Remote | February 2022 - January 2023

- Communicated with key stakeholders to develop the product roadmap.
- Worked with project manager and engineering lead to plan and execute the roadmap and ensure the project stayed on track through the use of industry standard project management tools.
- Provided regular status reports to upper management and key stakeholders.
- Gathered insight from key stakeholders to evaluate each sprint's success and identify areas for future improvement.

Creative Consultant, *Self Employed*, Remote | 2006 - 2013, 2020 - 2022

- Partnered with creative agencies, start-ups, and individuals to identify project needs, establish deadlines, prioritize tasks, deliver high quality outcomes, and resolve issues that arose.
- Organized multiple tasks, timelines, and resources simultaneously to ensure deadlines were met.

Lead Front End Developer, *Ushahidi*, Remote | May 2013 - October 2018

- Collaborated with designers and developers to effectively communicate ideas, expectations and relevant information to achieve project goals.
- Created and maintained project documentation in the form of a bidirectional UI pattern library.
- Made a direct client and community impact by building and maintaining a custom CMS.

EDUCATION

B.A. in Mass Communications - North Carolina State University

M.F.A. in Creative Producing - UNC School of the Arts School of Film

INTERESTS

Filmmaking, web development, music composition, comedy writing, creative collaboration, spending time with wife and kids, Airstream life, traveling, and outdoor adventures.