



Pete Schirmer
www.thisispete.com
pete.schirmer@gmail.com

Design Engineer / Tech Lead | Block

Feb 2021 - Feb 2026

Technical lead for the Block brand team, combining hands-on craft with strategic thinking. Partnered with leadership to transform Square into Block: launching block.xyz, co-designing the current Block logo, and evolving creative systems. Beyond brand work, I developed internal tools and platforms that streamlined publishing, improved accessibility, and empowered design teams across Block, Square, Cash App, and TBD.

Key Contributions:

- Launched **block.xyz** with the iconic WebGL-powered twisted cube landing page that defined the brand's debut
- **Co-designed the current Block logo**, refining the brand to align with the company's evolving vision
- Shaped **web stack and CMS architecture** to enable flexible editorial layouts and faster publishing — adopted across multiple Block business units
- Created **internal tools** for secure collaboration, and self-serve branded asset generation, multiplying team velocity
- Established new **accessibility standards** that set precedent for inclusive design across Block's web properties
- Pioneered a **mobile-first design** approach for Cash web, aligning with actual usage patterns
- Built **AI-powered** prototypes and tooling exploring applications across design, content, and development workflows

Design Engineer | Twitter

Oct 2019 - Aug 2020

Designed and built experimental prototypes reimagining how people might interact with Twitter. Developed Tweet-to-Pay, a hack-week winning collaboration with Block's Cash App, and created physical data-driven devices visualizing real-time social activity. Projects combined hardware, software, and UX, extending Twitter's platform into novel, real-world experiences.

Senior Design Engineer | MATTER (acquired by Fjord / Accenture)

Jan 2017 - May 2019

Turned early-stage ideas into working prototypes across VR, robotics, AR, and connected devices, bridging industrial design and software engineering. Explored novel UX for delivery and surgical robots, built VR headset interfaces, and developed AR visualizations for product concepts and point-of-sale experiences. Researched emerging technologies, mentored design teams in rapid prototyping, and created tools to help industrial designers test and validate interactions earlier in the design process.



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Staff Engineer | Odopod (acquired by Nurun / Publicis)

Jan 2008 - Nov 2016

Blended UX, engineering, and motion design to deliver award-winning work for global brands. From Tesla's multi-screen retail spaces to viral campaigns for Sony and Nvidia, projects spanned websites, mobile, R&D, point-of-sale, and trade-show installations. Mentored engineers and set technical standards, helping the team consistently elevate its craft and deliver memorable user experiences.

Clients include: Sony, Nvidia, Nike, Tesla, Honda, Nest, Dolby, Audemars Piguet, EA Games, Coca-Cola, Subzero Wolf, Google, and Microsoft.

Senior Engineer / Tech lead | Attik

Jun 2006 - Aug 2007

Built award-winning experiences for Scion and Lexus, merging front-end development and motion design to craft visually striking, highly interactive websites. Hired as the first engineer for the studio, I grew and mentored a team of engineers, developed scalable frameworks, and coordinated work across multiple countries.

Education

BFA | NY State College of Ceramics, School of Art and Design at Alfred University.
electronic art, graphic design, interactive design, motion & video

Technical Skills & Expertise

Front-End: Responsive Design, JavaScript, Svelte, React, WebGL, Three.js, CSS/SCSS

Back-End & APIs: Node.js, PHP, Python, Ruby, CMS, REST APIs, SQL/NoSQL

Mobile: iOS development

Hardware: Arduino, Raspberry Pi, Bluetooth, NFC, IoT

Industrial Design: CAD/CAM, CNC, 3D Printing, Laser Cutting

Graphic Design: Logo / Branding, Figma, Photoshop, Illustrator, Unity

Multimedia: Motion design, video, 3D visualization

Emerging Tech & AI: AR/VR, Generative AI, RAG, Vector DB, MCP, Agentic Workflows

DevOps: Docker, CI/CD, Git, Build Systems