

Tore Holmberg, Engineering Lead

Engineering leader and frontend-leaning full-stack engineer with experience across product, platform, growth, and creative technology. Combines staff-level technical depth, engineering management experience, and strong design and UX judgment to help cross-functional teams turn ideas into polished, shippable products.

Technical skills

Languages & frameworks TypeScript · JavaScript · React · Next.js · Svelte · Node.js · Ruby on Rails · HTML · Sass · CSS	Infrastructure & data AWS · GCP · Cloudflare · Infrastructure as code (IaC) · SQL & NoSQL databases · Snowflake · Amplitude · Datadog
Capabilities Growth engineering & go-to-market · SEO · Platform migrations · Design systems · Experimentation · Technical direction · Team building & recruiting	AI tools & workflows Claude · Codex · Amp · Cursor · Goose · Agent orchestration and loops

Work experience

Jun 2026 - Present

Early-stage music-tech venture

- Co-founder** · Los Angeles, CA
- Technologies: TypeScript · React · Next.js · Node.js · iOS · Postgres · Redis · Vercel · Cloudflare
- Bootstrapping a platform that helps independent artists promote their work and build closer relationships with fans
 - Owning product, design, engineering, and infrastructure to move from concept to alpha with AI-assisted workflows

Apr 2024 - Feb 2026

Square / Block

- Staff Software Engineer** · Los Angeles, CA (remote)
- Technologies: TypeScript · React · Next.js · Node.js · SQL · Cloudflare CDN · Infrastructure as code (IaC)
- Shipped onboarding and activation features that increased conversion by 8% among high-value sellers bringing established businesses to Square
 - Defined instrumentation and drove adoption of shared SLOs across the Growth org, consolidating server, web, and mobile metrics into one dashboard
 - Accelerated technical delivery across the Growth org using AI and agentic workflows
 - Cut the signup page's Largest Contentful Paint (LCP) by 2 seconds
 - Mentored senior engineers through hands-on technical leadership

Nov 2021 - Apr 2024

- Engineering Manager** · Los Angeles, CA (remote)
- Technical scope: Ruby on Rails · jQuery · Sass · Node.js · TypeScript · Svelte · Fastly · Cloudflare · IaC
- Set the long-term vision and strategy for Square's public web platform, its primary customer-acquisition surface
 - Directed migration of the public web platform from Ruby on Rails, jQuery, and Sass to Node.js, TypeScript, and Svelte, including a new design system and component library
 - Oversaw a security-driven Fastly-to-Cloudflare CDN migration, with configuration managed through IaC
 - Drove publishing-system improvements that made page builds 5x faster, accelerating stakeholder feedback loops
 - Scaled the engineering team from 2 to 7 while mentoring engineers at all levels

Work experience (continued)

Square / Block

Jan 2018 - Nov 2021

Design Technology Lead · New York, NY

Technologies: JavaScript · Sass · Svelte · Node.js · Ruby on Rails · Design systems & component libraries

- Founded Square's Design Technology discipline, establishing its recruiting process and career path
- Scaled the team from 2 to 10 in six months, expanding the discipline and enabling richer, more immersive experiences across key product and marketing surfaces
- Modernized the component library, adding support for embedded Svelte microfrontends and cutting design-validation cycles from weeks to days

Your Majesty

Jan 2014 - Dec 2017

Tech Director · New York, NY

Technologies: JavaScript · Node.js · Ruby · HTML · Sass · AWS · DevOps

- Directed technical delivery across client projects from scoping and estimation through launch
- Recruited engineers and mentored the team
- Led hands-on work across full-stack development, DevOps, and systems engineering

Feb 2010 - Jan 2014

Tech Lead / Senior Developer / Developer · New York, NY

Technologies: JavaScript · Node.js · Ruby · HTML · Sass · DevOps

- Led technical planning and full-stack delivery across client projects
- Hired and mentored developers

AKQA

Aug 2008 - Aug 2009

Creative Developer · San Francisco, CA

Technologies: ActionScript 3 · HTML · JavaScript · CSS

- Built campaign sites for Nike, Xbox, and Gap
- Developed reusable ActionScript 3 components and frameworks

Education

2007 - 2009

Hyper Island · AVET diploma in digital media · Karlskrona, Sweden

2005 - 2007

Umeå University · Coursework in media and communication engineering · Umeå, Sweden