

Ayo Suber

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SUMMARY

Design Engineer with a rare combination of creative and technical depth — building interactive web experiences, design systems, and internal tooling across marketing and product. Experienced in Next.js, React, Svelte, headless CMS architectures, and AI-assisted workflows. Background spans agencies, fintech, and ed-tech, with a consistent track record of bridging design intent and production-quality code.

SKILLS

Frontend: React, Svelte, Ember, HTML/CSS, JavaScript, TypeScript, React Native

CMS & Tooling: Headless WordPress, Contentful, Retool, Figma, OpenAI API, Sendgrid, WebGL, web animations

Backend: Ruby, Node.js, Drupal

EXPERIENCE

Altruist

Remote

Design Engineer / Email Engineer (Contract)

Jan 2025 – Jan 2026

- Led email engineering for a full brand rebrand — rearchitected legacy email code from the ground up, establishing a modular, reusable component system compatible across all major email clients.
- Built an internal tool in Retool extending Sendgrid's capabilities: enabled marketing to search past mailings, promote drafts to production, delete stale emails, and perform bulk copy updates (e.g. legal disclaimers) across all templates — with full change logging.
- Developed marketing pages for the rebrand using headless WordPress, translating design system components into production-ready, responsive layouts.
- Improved team velocity by standardizing reusable code blocks and templates, reducing time-to-launch for new campaigns.

Block (formerly Square)

San Francisco, CA

Progressed through three roles over five years, culminating in a creative engineering position at the intersection of design systems, interactive experiences, and AI tooling.

Design Technologist

Aug 2020 – Aug 2023

- Built interactive microsites and marketing experiences for developer conferences and small business campaigns, using Svelte and web animation techniques.
- Developed AI-powered Figma plugins using OpenAI and internal APIs to accelerate design workflows — early production use of generative AI tooling.
- Co-founded and shaped the Design Technologist discipline: authored best practices, defined the interview process, career development frameworks, and team culture.
- Prototyped internal and seller-facing tools, moving quickly from concept to working proof-of-concept in close collaboration with design and product teams.

UI Engineer

Jan 2019 – Aug 2020

- Built and maintained the UI for Dashboard, Square's web-based register product.
- Managed marketing and legal page infrastructure via Contentful CMS, improving content operations workflows.

Tech PM

Mar 2018 – Dec 2018

- Co-built an internal email development tool that reduced team workload by 75%.
- Provided technical review and recommendations for the cross-channel marketing platform now used across Square.

BookNook

Oakland, CA

Front-End Developer

Dec 2016 – Oct 2017

- Developed interactive educational content for a reading app using React Native, building responsive multi-template layouts for varied screen sizes.

Thumbtack

San Francisco, CA

Email Developer

Jun 2017 – Oct 2017

- Ensured cross-browser and cross-client email compatibility; provided QA and unit testing for campaigns.

Accenture

San Francisco, CA

Senior Programmer

Mar 2007 – Oct 2015

Consulted for enterprise clients across web development, UX, and mobile. Selected engagements:

- Google — Led transition to responsive email development for AdWords and Cross-Sell teams.
- Nokia — Coded R&D; projects for emerging mobile technologies including Cortana keyboard and calculator apps.
- DuPont — Led redesign and front-end build of consumer and investor relations websites.
- Autodesk — Trained a team in Mexico in Drupal front-end development via pair programming.
- eBay, Junior Achievement, Procter & Gamble — Responsive emails, landing pages, mobile web, and Facebook applications.

COMMUNITY & CREATIVE PRACTICE

Gray Area

San Francisco, CA

Teaching Assistant, Creative Code Intensive

Mar 2019 – Jun 2019

- Supported students in an immersive creative technology program, providing hands-on technical tutoring on creative coding concepts.

Independent Creative Practice

Creates generative and algorithmic art, WebGL visuals, and interactive installations as an ongoing personal practice.

EDUCATION

MBA & BA, Marketing · Florida A&M University, Tallahassee, FL