TRISTAN NOHRER

Senior / Staff Platform Engineer — Salesforce, Internal Tooling, AI Systems

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SUMMARY

Platform Engineer with 8+ years of experience designing and operating internal platforms, automation systems, and developer tooling in enterprise and high-growth environments. Deep expertise in Salesforce platform engineering, API integrations, and UX-driven system design. Currently operating at Senior / Staff scope at Cash App, owning automation and integration layers for one of the largest Salesforce Service Cloud implementations in production.

PLATFORM EXPERTISE

- Platform Engineering & Internal Tooling
- Salesforce Platform: Apex, LWC, Aura, Flow, SOQL
- API Design & Secure Integrations: REST, OAuth 2.0, MuleSoft
- AI Enablement & Context Systems (Salesforce MCP)
- Automation at Scale, Guardrails, and Risk Mitigation
- UX Systems & Design Standards (SLDS, Figma)
- Data Integrations: Snowflake, SQL, PostgreSQL
- DevOps & Release Management: GitHub, Gearset, CI/CD
- JavaScript, HTML/CSS, Kotlin

PROFESSIONAL EXPERIENCE

Cash App (Block, Inc.) — Senior Platform Engineer (Salesforce)

May 2022 – Present

- Platform owner for critical Salesforce automation and integration layers supporting risk, disputes, compliance, and banking teams.
- Designed and implemented automation frameworks integrating Salesforce, MuleSoft, and Snowflake, saving thousands of manual hours annually.
- Built one of the first Salesforce MCP (Model Context Protocol) integrations in a regulated enterprise environment, enabling secure AI agent interaction via OAuth, scoped APIs, and controlled execution contexts.
- Partnered with security, compliance, and engineering teams to ensure MCP and automation systems met internal data-access and governance requirements.
- Developed custom Lightning Web Components and guardrail systems that reduced investigation time and mitigated financial and regulatory risk.
- Established reusable UX patterns and platform standards using Salesforce Lightning Design System (SLDS).
- Mentored engineers and administrators; influenced platform direction and engineering best practices across teams.

PandaDoc — Senior Salesforce Administrator / Platform Builder

October 2021 – May 2022

- Led Salesforce platform stabilization and scalability efforts in preparation for IPO readiness.

- Refactored legacy automations, bulkified workflows, and reduced technical debt across revenue systems.

Silverline CRM — Senior Business Analyst / Consultant

June 2021 – October 2021

- Led discovery and solution design for enterprise Salesforce implementations.
- Translated business requirements into scalable technical architectures and delivery plans.
- Partnered with stakeholders and delivery teams to drive successful platform adoption.

First Financial Bank — Digital Salesforce Solution Architect I

August 2019 – June 2021

- Owned Salesforce architecture and platform delivery across multiple banking lines of business.
- Delivered custom engineering solutions saving over $20,000 versus third-party vendors.
- Designed Next Best Action strategies generating millions in potential sales revenue for contact center teams.

CDK Global — Platform Support Engineer (Early Career)

Nov 2015 – Aug 2019

- Supported cloud-based CRM and inventory platforms serving thousands of clients across multiple providers.
- Debugged production issues spanning web applications, analytics pipelines, and AWS CloudFront.
- Served on an escalation team for critical CRM outages; mentored junior support engineers.

SIDE PROJECTS

- CubicleCats.com — Desktop-focused indie game exploring UX systems, interaction design, and state management; long-term goal of Steam release.
- LexInvaders.com — Experimental web project focused on gameplay mechanics, UI responsiveness, and frontend architecture.

EDUCATION & CERTIFICATIONS

Miami University of Ohio — Bachelor of Integrative Studies (Applied Art and Design, Information Technology)

Salesforce Certified Administrator; Salesforce Certified UX Designer; Salesforce Certified Strategy Designer; Salesforce Certified AI Associate; Certified Scrum Master; 2× Trailhead Ranger