Orr Shtuhl

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Head of Product Design, Wirecutter

2017–PRESENT

Lead design strategy and UX for Wirecutter at The New York Times
Hired, manage, and coach a team of 5 designers
Established company practices for user research and A/B testing
Led UX for redesign of Wirecutter, with a 24% increase to mobile CTR
Contribute to internal initiatives and design ops at The Times

Director of User Experience, Blenderbox

2013–2017

Led UX for interactive agency focusing on mission-driven clients
Started product capability, which grew to 30% of annual revenue
Managed resources for $3M pipeline with 15 simultaneous projects

UX Designer, Blenderbox

2011–2013

NYC Department of Education: Led UX for WeTeachNYC, the City's
professional learning platform for 86,000 educators

Boston Logan Airport: Led UX for major web redesign, improving
usability and performance for 4MM users

Gates Foundation: Worked with educators to design Common Core
learning app for 5,000 classrooms

Web Editor, Woodrow Wilson Center 2008–2011
Led web redesign for renowned foreign policy center

Arts & Culture Editor, Brijit 2007–2008
Directed editorial for longform journalism aggregator

I blend journalism and design

By day, I use my background in journalism to bring curiosity and clarity to people's real-world problems. By night, I apply design thinking to my side projects in food writing and education.

EDUCATION

B.A. Journalism
B.A. Political Science
UNC-Chapel Hill 2007

INDUSTRY RECOGNITION

Fast Company
A List Apart
SXSW

SIDE PROJECTS

I write and speak about food, drink, and identity. Recent projects include a beer tours company I started, and writing for The New York Times.

See more at orrshtuhl.com.