

Orr Shtuhl

Product Designer, Coda 2023–2024

Leading onboarding efforts for all-in-one productivity app

Product Design Consultant, Stash 2022

Sole designer for new suite of care tools for investing app
Established design system for customer care

Staff Product Designer, The New York Times 2021

Led workflow and tools design for cross-company initiative to rethink how we create the homepage of the Times

Product Design Director, The New York Times 2020–2021

Led design strategy for suite of tools serving 1,600 journalists
Gained investment to scale design team to 9 designers
Led design strategy for homepage programming initiative
(continued as Staff Designer above)

Product Design Lead, The New York Times 2019–2020

Served as company's first design leader for publishing tools
Hired and managed a team of 5 designers
Founded and gained investment for internal tools design system

Senior Product Designer, Wirecutter 2017–2019

Led design strategy and UX as the company's first product designer
Hired, managed, and coached a team of 5 designers

Director of User Experience, Blenderbox 2013–2017

Started agency's product capability, which grew to 30% of revenue
Managed resources for \$3M pipeline with 15 simultaneous projects

UX Designer, Blenderbox 2011–2013

Led medium-and large-scale projects for mission-driven clients

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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. In 2020 I was nominated for a James Beard award for best longform personal essay.

See more at orrshuhl.com.