

Linda Virtue

UX Researcher and Strategist

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SUMMARY

UX researcher and strategist who investigates the gap between what organizations believe people need and what people actually experience. Leads research from discovery through synthesis and validation, translating complex human needs into product direction, clearer experiences, and decisions teams can act on. Experience spans healthcare, AI adoption, wellness, and education. Taught UX research and human-centered design to 200+ emerging designers at General Assembly.

SKILLS

Research: Research planning • Qualitative interviews • Survey design • Usability testing • Competitive and market research

Synthesis & Strategy: Affinity mapping • Journey mapping • Personas • Workflow analysis • Information architecture • Product strategy

Facilitation & Collaboration: Stakeholder workshops • Design studios • Research presentations • Cross-functional collaboration

Tools: Figma • Miro • UserTesting • Optimal Workshop • Google Analytics • Notion • Jira • Slack • Google Workspace • Claude • ChatGPT

EXPERIENCE

Founder & Principal

June 2026–Present

I'n'I Design · Independent UX research and strategy consultancy

Adopture (formerly GemStack AI) · UX Strategist and Designer

July–August 2026

- Conducted stakeholder interviews, competitive analysis, and collaborative workshops to examine how the company presented its value to prospective customers.
- Identified a positioning gap and shifted messaging from AI compliance risks toward the tangible value of successful adoption for leaders and employees.
- Translated findings into the value proposition, messaging, information architecture, and visual direction for a nine-page website and brand system.
- Integrated Claude and ChatGPT into competitive analysis, messaging exploration, and design workflows to accelerate delivery as an independent strategist.

MyRekord by Dokto · Product Strategy (Returning Client)

June–July 2026

- Evaluated development partners, technical requirements, and implementation considerations to inform the platform's transition from design toward development.

Lead Product Designer and Strategist

February–October 2025

MyRekord by Dokto · Remote, contract

- Led discovery for a proposed Nigerian healthcare platform, conducting 12 interviews across patient and clinical roles and surveying 33 patients and 11 healthcare professionals.
- Synthesized cross-role findings through affinity mapping, personas, journey maps, and workflow analysis, showing how one group's challenges affected another and identifying three interconnected priorities: fragmented records, communication overload, and laboratory delays.
- Translated research into MVP priorities, information architecture, and prototypes; facilitated design studios and ran iterative usability testing with seven participants.
- Presented evidence-based recommendations to stakeholders, connecting patient and clinician needs to product strategy and design decisions.

UX Design Instructor Associate

March 2022–July 2024

General Assembly

- Taught UX research and human-centered design to 200+ aspiring designers across eight cohorts, coaching teams through approximately 48 client-sponsored projects from discovery to validation.
- Managed client relationships and guided teams in research planning, stakeholder communication, project scoping, synthesis, and presenting evidence-based recommendations to clients.
- Lectured on product management, brought in guest engineers, and taught a workshop on preparing designs for developer handoff, strengthening cross-functional collaboration.

UX Researcher and Product Strategist

August 2021–February 2022

Knowing · Remote

- Led discovery through competitive analysis, user interviews, usability testing, journey mapping, and design workshops to define an MVP and clarify its value proposition; translated findings into a scope of work and tested mid-fidelity prototypes.

UX Researcher and Content Strategist

June–November 2021

Peach Mindfulness · Remote, contract

- Designed and ran a user research program, including moderated interviews, to learn how prospective users understood the product's value and what kept them from a daily meditation practice.
- Discovered that the strongest audience opportunity was an older demographic, while existing marketing targeted a much younger generation, reshaping the company's target audience.
- Translated findings into a focused value proposition, website messaging, and content strategy, and partnered with marketing agencies to align outreach with that audience.

UX Designer

February–May 2021

Koya Inc. · Remote

- Conducted user interviews, surveys, competitive analysis, and usability testing with ten participants as part of a four-person team, identifying premature requests for personal information as a barrier to trust.
- Redesigned onboarding with an illustrated introduction to Koya's value and contextual permission requests, improving usability-test task success from 20% to 50%, reducing completion time from 7:16 to 3:50, and increasing ease ratings from 3 to 4.6/5.
- Managed the client relationship, aligning founders on research findings, project scope, and design decisions.

EDUCATION

Certificate in Product Management · General Assembly

May 2023

Certificate in UX Design · General Assembly

March 2021

Psychology coursework · University of British Columbia

1995–1997

LEADERSHIP & COMMUNITY

Mentor, emerging designers and engineers

Ongoing

Mentored 10+ early-career designers and engineers, providing guidance on professional development, UX practice, and career transitions.

Raised \$65,000 in scholarships as Fundraising Committee Chair at Maple Street School, Brooklyn, and over \$30,000 for Autism Speaks, Sloan Kettering, and Team for Kids by running three New York City Marathons.