Linda Virtue

Senior UX / Product Designer & Strategist

Research · Product Strategy · Information Architecture · Interaction Design · UI Design · Prototyping

New York metro area · 347.683.8840 · virtue.inidesign@gmail.com · lindavirtue.com · linkedin.com/in/lindavirtue

SUMMARY

Senior UX/Product Designer and Strategist who takes digital products from ambiguous problems to tested, high-fidelity solutions. Combines research, product strategy, information architecture, interaction design, and Figma prototyping to create experiences grounded in user needs. Consulting spans healthcare, AI adoption, wellness, and education, backed by over two years teaching UX design at General Assembly and, before UX, a decade of fashion leadership.

SKILLS

Design: End-to-end UX and product design • Interaction design and user flows • High-fidelity UI and visual design • Information architecture • Interactive Figma prototyping • Mobile and responsive web design

Strategy & Research: Product strategy and discovery • Qualitative research and usability testing • Research synthesis • Stakeholder collaboration and developer handoff

Tools: Figma (high-fidelity UI design and interactive prototyping) • Miro • UserTesting • Optimal Workshop • Claude • ChatGPT

EXPERIENCE

Founder & Principal · I'n'I Design, independent UX design, research, and strategy consultancy — June 2026–Present

Adopture (formerly GemStack AI) · *UX & Website Designer* · adopture.ai — July–August 2026

- Led end-to-end design and delivery of a nine-page responsive website, from discovery and information architecture through visual design, content strategy, and launch.
- Conducted stakeholder interviews and competitive research to redefine the brand's positioning around successful AI adoption.
- Developed a cohesive brand aesthetic and visual identity across the website and digital touchpoints.
- Designed and built the website using Claude and ChatGPT as AI-assisted implementation collaborators, translating creative direction into a launched digital experience.

MyRekord by Dokto · Proposed healthcare platform for patients and care teams in Nigeria

Lead Product Designer & Strategist · *Remote, contract* — February–October 2025

- Led end-to-end UX and product design for a proposed healthcare platform in Nigeria, independently creating high-fidelity mobile and desktop interfaces and an interactive Figma prototype for four user roles.
- Conducted 12 interviews and surveyed 44 patients and healthcare professionals, translating findings into product priorities, information architecture, and role-based user journeys.
- Designed connected workflows that preserve context across features, including lab results to physician messaging for patients and follow-up scheduling for clinicians.
- Designed data-dense interfaces for clinical and laboratory workflows, balancing complex information with clear navigation and visual hierarchy.
- Conducted two rounds of usability testing with seven participants, with recorded task success increasing from 85% to 98%.
- Presented design recommendations to stakeholders and collaborated with engineers to define implementation requirements.

Product Strategy, Returning Client · *MyRekord by Dokto, via I'n'I Design* June–July 2026

- Evaluated development partners, technical requirements, and implementation estimates to support planning for the proposed platform.

Senior UX Design Instructor Associate March 2022–July 2024
General Assembly

- Guided 200+ students across eight cohorts and approximately 48 client-sponsored projects through the end-to-end UX design process.
- Taught and critiqued user research, information architecture, wireframing, prototyping, usability testing, and interaction design, including card sorting and tree testing.
- Facilitated design critiques, managed client relationships, and delivered instruction on product management and developer handoff.

UX Researcher and Content Strategist June–November 2021
Peach Mindfulness · Remote, contract

- Led qualitative research that identified a mismatch between Peach Mindfulness's target audience and actual user needs, informing a revised value proposition, website messaging, and content strategy.

UX Designer February–May 2021
Koya Inc. · Remote

- Identified trust barriers in the onboarding experience through interviews, surveys, and usability testing with ten participants.
- Redesigned onboarding to introduce contextual permission requests, increasing task success from 20% to 50%, reducing completion time from 7:16 to 3:50, and improving ease ratings from 3 to 4.6/5 in usability testing.

Vice President, Sales, Merchandising & Operations 2006–2016
Kay Unger New York · **Alex Apparel Group** · **JS Groupe International**

- Led sales, merchandising, and cross-functional operations for fashion brands, with responsibility for over $12 million in annual sales.
- Combined sell-through analysis, retail observations, and customer interviews to identify unmet consumer needs and inform merchandising strategy.
- Collaborated with design and production teams to translate customer insights into product development 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

Mentored 10+ early-career designers and engineers 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.