Linda Virtue

Senior Qualitative UX Researcher & Product Strategist

Qualitative Research · Discovery · Synthesis · Product Strategy · Information Architecture · Experience Design

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SUMMARY

Qualitative UX researcher and product strategist who frames ambiguous problems, uncovers what people actually need, and turns synthesis into product direction. Leads research from discovery through recommendations that shape strategy, information architecture, and design. Experience spans healthcare, AI adoption, wellness, education, and consumer fashion. Brings hands-on product design and more than two years teaching UX to 200+ students at General Assembly.

SKILLS

Qualitative Research: Foundational discovery • Research planning • Qualitative and stakeholder interviews • Moderated usability testing • Survey design • Research synthesis

Research Strategy: Ambiguous problem framing • Research prioritization • Methodological judgment • Affinity mapping • Journey mapping • Personas • Workflow analysis • Product discovery

Influence & Communication: Research storytelling • Stakeholder presentations • Actionable recommendations • Product strategy • Cross-functional collaboration • Workshop facilitation • Mentorship

Tools: Figma • Miro • UserTesting • Optimal Workshop • Google Analytics • Claude • ChatGPT

EXPERIENCE

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

Adopture (formerly GemStack AI) · *UX Strategist and Designer* — July–August 2026

- Independently led stakeholder interviews, competitive research, and workshops to examine how the company presented its value to prospective customers.
- Identified a positioning opportunity, shifting messaging from AI compliance risk toward the value of successful adoption.
- Translated insights into the value proposition, information architecture, website messaging, and visual direction, and led the design and launch of a nine-page responsive website.
- Used Claude and ChatGPT as collaborators in research support, synthesis, messaging, design, and implementation, keeping human judgment central.

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

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

- Framed and led foundational discovery into how patients, clinicians, and administrators experienced records, communication, and lab results across disconnected systems.
- Conducted 12 interviews across patient, clinical, and administrative roles and surveyed 44 participants (33 patients, 11 professionals).
- Synthesized findings through affinity mapping, personas, journey maps, and workflow analysis, revealing three interconnected problems: fragmented medical records, communication overload, and laboratory delays; mapped each shared need to a must-have MVP feature.
- Translated those MVP priorities into information architecture, role-based user journeys, and design decisions, such as letting patients message the ordering physician directly from a lab result.
- Independently designed high-fidelity mobile and desktop interfaces and an interactive Figma prototype for four user roles.
- Ran two rounds of usability testing with seven participants, first with wireframes and then with the high-fidelity prototype; recorded task success rose from 85% to 98%.
- Presented findings to stakeholders and collaborated with engineers on implementation considerations.

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

- Taught and supported 200+ students across eight cohorts and approximately 48 client-sponsored projects, from discovery to recommendations.
- Guided research planning, qualitative interviewing, synthesis, information architecture, card sorting, tree testing, prototyping, and usability testing.
- Coached teams in choosing appropriate methods, interpreting findings, and communicating recommendations to clients.
- Facilitated design critiques and workshops, and lectured on product management and developer handoff.

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

- Ran moderated interviews to learn how prospective users understood the product's value and what kept them from a daily meditation practice.
- Found that the strongest audience opportunity was an older demographic while marketing targeted a much younger one; translated findings into revised positioning, website messaging, and content strategy.

UX Designer

February–May 2021

Koya Inc. · Remote

- As part of a four-person team, conducted interviews, surveys, and usability testing with ten participants, identifying premature requests for personal information as a barrier to trust during onboarding.
- Redesigned onboarding with contextual permission requests; in usability testing, task success rose from 20% to 50%, completion time fell from 7:16 to 3:50, and ease ratings rose from 3 to 4.6/5.

Vice President, Sales, Merchandising & Operations

2006–2016

Kay Unger New York · **Alex Apparel Group** · **JS Groupe International**

- Led sales, merchandising, and operations for fashion brands, with responsibility for over $12 million in annual sales.
- Conducted consumer field research through retail visits, customer and store-manager interviews, and observations of shopping behavior, identifying unmet needs that informed merchandising and product development.
- Analyzed sell-through and purchasing patterns and partnered with design, production, and retail teams on product 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.