

LINDA VIRTUE

NEW YORK, NY

UX DESIGNER

After years of product management & development in the Fashion industry in New York, I have come to know an essential truth: We must listen for what people need if we intend on building great products. This is the heart of UX, and UX is the heart of my process. I delve deeply into understanding what people need and want the most and find meaningful ways for creators to connect with their customers through compelling user experiences.

CONTACT

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UX SKILLS

Rapid prototyping
Wireframing
Storytelling
User Research
Usability Testing
Agile methodology
Project management
Market research
Business Analysis

TOOLS

Figma
Sketch
Miro
Adobe Suite
InVision

PERSONAL SKILLS

Writer / Copywriter
Photographer
Excellent communicator
Compelling presenter
Diplomatic
Creative
Reliable and professional
Organizer
Planner
Team leader & player
Motivated & motivator
Driven & Passionate
Compassionate
Inspiring & Inspired

EXPERIENCE

LEAD UX DESIGNER

Knowing | Sept 2021 - Current (Contract)

A startup company developing a mobile app allowing users to track patterns in their emotional & behavioral lives in accordance with the phases of the moon & planets. This tool offers users an opportunity for deeper self-awareness with the use of an intentional, guided daily ritual.

- Currently leading the design for the MVP, from concept to completion. Using a lean UX approach to build, measure & learn, encouraging agility avoiding waste & creating a product which provides value.
- Established Knowing's unique value prop. using impactful user interviews to understand user needs and how the Knowing app will serve them.
- Identified target users and developed user persona.
- Creation of low & high fidelity prototype wireframes in Figma, usability testing and further iteration for MVP.

UX DESIGNER | CONTENT CREATOR

Peach Mindfulness | June 1 2021 - November 2021 (Contract)

A meditation web-app which guides & empowers users, simplifying their pathways to a consistent mindfulness practice by reducing roadblocks & eliminating pain points.

- Championed the re-design & the UI/UX for the landing page. Created copy & content to illustrate the unique value proposition of the product.
- Designed discussion guides to create impactful user interviews. Led usability testing to define and discover friction, and design solutions.
- Crafted user journeys to be implemented through a phased iteration process. Leveraged continuous user testing.
- Worked with key stakeholder to conduct data analysis and perform statistical analysis to predict trends, streamline process and inform strategic decisions for customers.
- Collaborated with marketing companies to develop and implement an efficient marketing strategy for Peach.

UX DESIGNER

KOYA Innovations Inc. | Feb - May 2021 (Contract)

A hyper-personal communication platform, leveraging geofencing and time-mapping to empower meaningful touchpoints through location-specific messages and gifts.

- Led an end to end UX process, employing user research to discover and define problem areas, designing human-centered solutions.
- Performing competitive market analysis to define target users, conducting user interviews and usability testing, synthesizing data, developing personas and journey mapping, holding design studios, wireframing, prototyping.
- Re-working a streamlined onboarding user experience, employing strategic user-flows. Implemented changes which resulted in user confidence and trust.
- Efficiently demonstrated the brand's unique value proposition.

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EXPERIENCE CONTINUED

REBNY LICENSED REAL ESTATE AGENT

Douglas Elliman, New York | Sept 2017-March 2020

- Consulted with prospective clients, gathering requirements across demographics, neighborhoods and pricing to ensure service delivery and customer excellence.
- Serviced sellers, landlords, buyers & renters throughout New York City generating over \$1.3 million.
- Championed a bespoke approach for each client, creating unique client journeys from first discovery conversation, throughout the showing process, and final execution of contracts and documents.

VP PRODUCT, MERCHANDISING & DIRECTOR OF SALES

PHOEBE CO - Kay Unger New York | Feb 2003 - Feb 2017

A classic American womenswear design and manufacturing company which housed multiple design divisions, each producing monthly collections to be sold throughout specialty boutiques & top department stores internationally.

Director of Sales & Merchandising | 2011 - 2017

VP of Product | 2006 - 2010

VP Operations | 2003 - 2006

- Managed the product's seasonal lifecycle, defining vision, driving a consumer-centric product roadmap aligned across design, production and sales teams.
- Drove key stakeholder relationships and account growth with brands including Neiman Marcus, Nordstrom and Saks Fifth Avenue; generating \$12M in annual sales.
- Partnered with International licensing companies spearheading the launch of the brand in 10 stores in 2 cities.

CO-FOUNDER & VP OF PRODUCT

Small Talk Publishing | Sept 2011 - Jan 2013

Small Talk Publishing produced bespoke IOS & Android applications for some of the most recognized brands in sports and entertainment.

- Pitched Angels & VC Investors
- Managed core team of five; editorial, design, sales, engineering.
- Published: Travis, Latin GRAMMY, Pele Play
- Secured alternate funding source and managed capitol

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EDUCATION

GENERAL ASSEMBLY

UX Design Immersive | 12/20 - 3/21

Product Management | Mar 2017

UNIVERSITY OF BRITISH COLUMBIA

Psychology major 1994-1997

ACCOMPLISHMENTS

- NYC Marathoner, 2017 & 2019
- Raising \$8000 for cancer research for Sloan Memorial.
- Chair of Fundraising Committee, Maple Street Preschool, raising \$65,000 of scholarship funding for underprivileged pre-school children.
- Mentor - interns and emerging designers