



LYDIA GUTRIDGE

PROFESSIONAL SUMMARY

Multidisciplinary designer and analyst with experience across service design, UX/UI, research, and strategy. Blends creative and analytical approaches to improve complex digital and service ecosystems. Passionate about crafting meaningful, effective, human-centered experiences.

CORE SKILLS

Design & Strategy: Service Design, UX/UI, Design Strategy, Product Thinking

Research: Ethnography, Interviews, Surveys, Card Sorting, Co-Creation

Methods: Journey Maps, Personas, Stakeholder Maps, Service Blueprints

Tools: Figma, Adobe Creative Suite, Miro, Notion

PORTFOLIO:

DESIGNWITHLYDIAG.COM

WWW.LINKEDIN.COM/IN/LYDIA-GUTRIDGE

MULTIDISCIPLINARY DESIGNER —
SERVICE DESIGN, UX/UI
DESIGN STRATEGY

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

- Bachelors of Fine Arts in Service Design

PROFESSIONAL EXPERIENCE

DESIGN CONSULTANT

Deloitte | July 2022 – October 2025

- Led service design and UX work for enterprise and public-sector clients, using research to uncover user needs and business opportunities.
- Built personas, maps, and end-to-end blueprints, and designed flows and wireframes for complex platforms.
- Guided teams through workshops that shaped direction and aligned goals.

SCAD PRO


*Re-imagining the .gov Site (Sponsored by Deloitte)
Service & UX | September – November 2020*

- Conducted UX research, interviews, and analysis.
- Developed personas, journey maps, and a full service blueprint.
- Designed web and mobile concept experiences.
- Created process documentation and a vision video.


CREATIVE STRATEGY CONSULTANT

LGDesigns | January 2020 – Present | Nashville, TN

- Developed tailored design strategies for a range of brands, ensuring clear and consistent visual direction.
- Produced branding guidelines, web design, packaging concepts, strategies for social media, marketing, and operations.
- Created research summaries and insights based on primary and secondary user research.

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