

Lydia Gutridge

Service Designer

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Summary & Qualifications

Service Designer with experience designing intuitive, accessible, and human-centered digital services for government and enterprise clients. Skilled in **service design, UX/UI design, customer experience strategy, and digital modernization**, with a strong ability to **align frontstage experiences (citizens, customers, users) with backstage operations (agencies, internal teams)** to ensure seamless service delivery. Proficient in **Adobe Creative Suite, Figma, Miro, Mural, and Microsoft Office**, with expertise in **service mapping, user research, usability testing, prototyping, and graphic design**. Committed to **applying design thinking, problem-solving, and innovative approaches** to deliver impactful solutions and continuous improvement in service delivery.

Professional Experience

Customer Strategy & Design Consultant

Deloitte Consulting LLP

2022 - Present

- **Develop and implement customer strategies** for public sector clients using human-centered design and service design principles.
- **Lead end-to-end customer experience transformations**, including digital and physical touchpoints, to improve usability, accessibility, and satisfaction.
- **Conduct stakeholder engagement and co-creation workshops** to identify pain points, gaps, and opportunities for service improvement.
- **Analyze customer data and insights to inform strategy**, drive decision-making, and enhance service delivery outcomes.
- **Integrate emerging technologies and innovative solutions** to streamline processes and optimize customer interactions.
- **Collaborate with cross-functional teams** to design, prototype, and implement solutions aligned with organizational objectives.
- **Prepare and present reports, high-fidelity mockups, and recommendations** to executive leadership and client teams.
- **Ensure alignment between frontstage experiences** (customers, citizens, users) and backstage operations (internal teams, agencies).

Education

Bachelor of Fine Arts in Service Design

Savannah College of Art and Design

2022

- Collaborated under NDA with Deloitte, Google, Amazon, and Facebook on design innovation projects.
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