



# LYDIA GUTRIDGE

MULTIDISCIPLINARY DESIGNER —  
SERVICE DESIGN, UX/UI  
DESIGN STRATEGY

## 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

## EDUCATION

### **BACHELOR OF FINE ARTS**

- BFA in Service Design
- Savannah College of Art and Design (SCAD)

## PROFESSIONAL EXPERIENCE

### **DESIGN ANALYST**

*Deloitte | 2021–2025*

- Supported consulting teams delivering service design, UX, and CX strategy.
- Conducted qualitative and quantitative research to uncover insights and shape direction.
- Developed personas, journey maps, stakeholder maps, and service blueprints.
- Designed UX flows and wireframes for complex digital products.
- Facilitated workshops to align stakeholders and define opportunities.

### **SCAD PRO**

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



(740) 877-1463



lydiagutridge05@gmail.com



Nashville, TN