



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

LYDIA GUTRIDGE

MULTIDISCIPLINARY DESIGNER —
SERVICE DESIGN, UX/UI
DESIGN STRATEGY

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.