

LYDIA GUTRIDGE



EXPERIENCE STRATEGIST & MULTIDISCIPLINARY DESIGNER

-  NASHVILLE, TN & BEYOND
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SKILLS

- Experience Strategy
- Service Design
- Customer Strategy
- UX/UI Design
- User Research
- Journey Mapping
- Creative Direction
- Brand Strategy
- Workshop Facilitation
- Figma
- Adobe Creative Suite

EDUCATION

Savannah College of Art and Design
BFA in Service Design
2018 – 2022

I turn complex business and user needs into clear strategies, experiences, and creative solutions across research, design, and creative direction.

EXPERIENCE

Founder and Creative Director

The Open Inquiry

2020 – Present

- Lead an independent creative practice across research, strategy, experience design, branding, and creative direction.
- Partner with clients from discovery through delivery, translating business and audience needs into digital, brand, communication, and physical experiences.

Creative Strategy Consultant

Stratex Solutions

2026 – Present

- Lead creative strategy and design across brand, web, marketing, events, and client communications.
- Translate business needs into clear visual systems and experiences, partnering with stakeholders from concept through production.

Customer Strategy and Experience Design Consultant

Deloitte Consulting LLP

2022 – 2025

- Led service design, UX, and research initiatives for complex enterprise and public sector transformation programs.
 - Turned research into journey maps, service blueprints, user flows, wireframes, experience concepts, and strategic recommendations.
 - Designed experiences and facilitated workshops that aligned user, business, operational, and stakeholder needs.
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