



# Lisa Reburn

## UX Effect

Lisa Reburn is the Managing Director and CEO of *UX Effect*, a training and mentoring company that helps business professionals create enjoyable, user-friendly digital experiences.

With over seven years experience as a User Experience (UX) Researcher and Designer, Lisa recognised a huge demand for UX business knowledge, particularly for those trying to build human-centred digital products such as websites, software and applications. Lisa has worked on multiple award-winning business to business and business to consumer websites and applications within Aviation, Human Resources, Retail, Not-for-Profits and the Higher Education sectors.

*UX Effect* currently serves start-up academics and professionals such as Marketeers, Product Managers and business owners who wish to receive the latest user experience research and design training.

Lisa noticed that businesses are making customer decisions based on assumptions of *what they think* their customers need, instead of having evidence of what they actually need. This results in businesses wasting time and losing money creating digital products their customers don't want or use. *UX Effect* provides professionals with the knowledge, techniques and tools to make more informed user-centred design decisions to grow their businesses effectively.

*UX Effect* is extending its training portfolio and launching an exciting new UX Programme in May 2021 that provides a supportive, flexible learning experience. Lisa aims to revolutionize how User Experience business knowledge is taught and shared within the business community.

As an advocate for education and providing support to other entrepreneurs, Lisa was delighted to participate in the Starting Strong programme and is looking forward to expanding her business globally.

<https://uxe.ie/>

STARTING STRONG PARTICIPANT 2021

