

Denise Mulvaney

Astara



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After 10 great years working in web design and user experience in London, Denise Mulvaney decided to take the plunge and set up her own company on home turf.

In 2016, Denise made the move home to County Sligo so her then seven-year-old son could experience life in a small community in rural Ireland, while Denise could continue to develop her career.

Having most recently worked in front end development and user experience in London's West End, Denise used her experience to build a name for herself as a User Experience consultant.

Initially, she picked up clients through word of mouth and after a couple of months she decided to register Astara as a small business.

Denise now runs User Experience workshops, advises on brand development and offers training for start-up companies via web conferencing. The idea to run workshops via web conferencing was encouraged by Denise's fellow ACORNS participants.

Denise says her fellow ACORNS participants helped her to stay on track and to build her clientele. She now has clients all around Ireland, the UK and even the US and India.

Based in a co-working space in Sligo town, Denise is currently working with a freelance development team in India and a freelancer based in Sweden. She aims to expand her business and plans to hire a junior designer and developer later this year.

Her goal for the future is to be seen as an expert in her field, organise UX focused events for businesses and do guest lectures as an individual, while her company Astara focuses on UX consultancy and the tech sector.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
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