

Lisa Breslin

Imagine Lab



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The Covid-19 pandemic provided the catalyst for Lisa Breslin to leave full-time employment to start her own business.

Her company, Imagine Lab, was born out of Lisa's passion for design and is underpinned by her 20-year career in creative industry. Indeed, her glittering CV includes spells in design studios working on branding projects, TV production houses working on motion graphics for the BBC, Channel 5, Yahoo and Google, and a stint within the software industry, where she worked on Software as a Service (SaaS) marketing and eLearning videos for the likes of Lloyds Bank and Bridgestone.

The Donegal native found that mix of experience invaluable when setting up Imagine Lab.

“This varied experience now means that I can offer our clients a multidisciplinary design service. We can create visual branding, content for online marketing, pitch decks and the production of animated and video content. We don't just create branded content, we give brands personality,” she says.

Lisa's dynamic approach means she works between her home office in Lifford and a co-working space in Stranorlar, partners on projects with companies in the digital marketing space, and engages a growing team of freelance staff when those projects scale up.

“Our clients are our creative partners. A lot of them are software-as-subscription businesses, meaning they need marketing content to grow their business,” says Lisa, whose client base is drawn from Ireland, Northern Ireland and Britain, but who also hopes to grow into international markets in the coming months.

“ACORNS helped grow my confidence as an entrepreneur. It gave me the mindset I was probably lacking before joining the programme, the businesswoman mindset. Now I have a really strong network of fellow female entrepreneurs from across a range of industries and that support has helped me grow.”

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,
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Food and the Marine