ladiesinux



2025 Annual Impact Report

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Executive Summary

Ladies In UX was founded in response to a persistent and global challenge: the underrepresentation of women in technology and design-related fields. Despite the rapid expansion of the tech industry, access to structured learning, mentorship, and supportive communities remains uneven, particularly for women at the early and mid-stages of their careers.

In 2025, Ladies In UX focused on building strong foundational programs that combined skill development with community-driven support. Through beginner training, mentorship, and visibility-focused initiatives, the community enabled women to take confident steps into UX careers while fostering connection, learning, and shared growth.

This End of Year Report highlights the vision behind Ladies In UX, programs executed during the year, the impact achieved, and the strategic direction for the future.



About Us

Globally, women make up less than 30% of the technology workforce, with even lower representation in many emerging tech ecosystems. In design and UX-related roles, the challenge is often not a lack of interest or ability, but limited access to early exposure, structured learning pathways, mentorship, and communities that support long-term growth.



Ladies In UX was founded in March 2025 by Oyin Olunaike to address this gap. The community was created as a dedicated space where women could learn, connect, and grow within the UX ecosystem, regardless of their starting point.



Oyin Olunaike
FOUNDER, LADIES IN UX

Shortly after launch, Hannah Olaniyi joined the founding team as Programs Coordinator, leading the design and execution of learning initiatives tailored to women at different stages of their UX journey. Olamijuwon Oguntade also joined the team as Community Manager, overseeing communication, engagement, and day-to-day community operations.



Hannah Olaniyi
PROGRAMS COORDINATOR, LADIES IN UX



Olamijuwon Oguntade
COMMUNITY MANAGER, LADIES IN UX

From its inception, Ladies In UX has been built on the belief that increasing women's representation in tech requires more than individual effort. It requires intentional systems, access to opportunities, and collective support. What began as a response to a visible gap has grown into a learning-centered and impact-driven community empowering more women to confidently enter and thrive in UX.

Community Snapshot

From 0 to 1700+ members



Geographic Spread:





3 Primary Disciplines

Programs & Initiative Overview

Throughout the year, Ladies In UX focused on programs that addressed three core goals:

1. Lowering the barrier of entry into UX for beginners
2. Providing access to mentorship and real-world guidance
3. Increasing visibility of women succeeding in UX



01



Tracks Covered: UX Writing, UX Design, UX Research

The Six-Week Beginners UX Training Program was launched as the community's inaugural initiative and served as the official entry point into Ladies In UX.

- **Over 300 women registered** for the program, validating the urgent need for accessible UX education.
- The training was facilitated by **11 experienced mentors** across the three tracks.
- Sessions ran for six weeks, covering foundational concepts, tools, and career pathways in UX.
- At the end of the program, **114 participants successfully completed the training and received certificates.**

02



The UX Mirror Series was created as a visibility and inspiration-focused initiative designed to give community members direct access to women who are thriving in UX careers.

The core objective of UX Mirror was simple but powerful: seeing one successful woman in UX should make it easier for others to believe that success is possible for them too.

During the year, Ladies In UX hosted two UX Mirror sessions:

- Feyikemi Ajayi, Design Lead at IQ Wiki
- Edna Ololade Osho, UX Writer at Crane Inc.

Across both sessions, the series recorded over 100 combined participants.

03



The Six-Week Mentorship Program was the most structured and intensive initiative executed during the year. It was designed to provide personalized guidance, accountability, and peer learning opportunities for women actively navigating their UX journeys.

The program received strong interest across the community:

78 mentee applications were received, with 48 mentees accepted into the program

23 mentor applications were received, with 14 mentors selected

Throughout the six weeks, mentees received guidance on skill development, career clarity, portfolio growth, and navigating the UX industry.

Impact and Outcomes

The programs executed by Ladies In UX in 2025 created measurable impact across access, skill development, mentorship, and community confidence.



Access & Entry into UX

- 1700+ women reached through open registrations, events, and learning programs
- 200+ women formally onboarded into UX career pathways through structured beginner training and mentorship
- Multiple participants transitioned from having no prior UX knowledge to actively exploring UX Writing, UX Design, and UX Research career paths



Skill Development & Learning

- Delivery of foundational UX education across three core disciplines led by experienced industry mentors.
- Participants gained exposure to UX principles, tools, workflows, and career expectations
- Programs emphasized clarity, confidence, and practical understanding rather than theory alone

Mentorship & Career Guidance

- Successful execution of a six-week structured mentorship program with:
  - 14 mentors providing direct guidance
  - 48 mentees receiving personalized and peer-supported mentorship
- Introduction of a scalable group mentorship model that balanced depth, accountability, and peer learning



Visibility, Inspiration & Representation

- UX Mirror Series connected members with senior women actively thriving in UX roles
- Honest conversations around career growth, challenges, and success helped demystify UX careers
- Increased confidence among members who could see real-life examples of women succeeding in the field

Community Growth & Engagement

- Strengthened sense of belonging and peer support within the community
- High participation rates and positive feedback across programs and events
- Clear validation of Ladies In UX as a trusted learning and growth platform for women in UX

Collectively, these outcomes reinforced Ladies In UX's core mission: not only to introduce women to UX, but to support their sustained growth through access, mentorship, visibility, and community.



Challenges and Learnings

01 High demand highlighted the need for funding and partnerships

02 Scaling programs reinforced the importance of quality-first design

03 Community feedback proved essential in shaping impactful initiatives

These insights will directly inform future growth and program strategy.

Strategic Outlook

In the coming year, Ladies In UX plans to:

- Apply for sponsorships and grants to reach more women





- Partnerships and Collaborations with relevant organizations

- Organize physical, in-person events to strengthen community bonds and peer support





- Provide expanded learning resources tailored to different career stages

- Collaborate with aligned tech and design communities and industry events





- Design programs driven directly by community needs and feedback

- Reach more women and support them in starting and advancing their UX careers





- Grow overall community membership while maintaining program quality and impact

Why what we do Matters

The global technology ecosystem continues to grow at an unprecedented pace, yet women remain underrepresented—particularly in roles that influence how products are designed, built, and experienced. This gap is not rooted in lack of talent or ambition, but in unequal access to opportunity, guidance, and early exposure.

Ladies In UX addresses this challenge at its foundation. By lowering barriers to entry, providing structured learning pathways, and creating access to mentorship and visible role models, the community helps women move from curiosity to confidence, and from interest to action.

Beyond skills, Ladies In UX builds something equally critical: belief. Seeing women who look like them succeed in UX roles enables members to reimagine what is possible for their own careers. Through community, women are not only learning UX—they are learning that they belong in the technology ecosystem.

The work of Ladies In UX matters because it contributes to a more inclusive, equitable, and representative future for tech. Each beginner trained, each mentee supported, and each story shared strengthens the pipeline of women entering and advancing in UX—creating ripple effects that extend beyond individual careers to the products, teams, and communities they will go on to influence.



Closing Note

A heartfelt thank-you to facilitators, mentors, speakers, volunteers, and community members who made the year impactful. The journey of Ladies In UX in 2025 demonstrates what is possible when intention meets action. What began as a response to a visible gap in access and representation has grown into a structured, impact-driven community supporting women at different stages of their UX journey.

Through learning programs, and mentorship, Ladies In UX has helped women move from curiosity to confidence, from uncertainty to clarity, and from isolation to community. Each program executed this year contributed to building not just skills, but belief; belief in possibility, belonging, and long-term growth within the technology ecosystem.

As the community looks ahead, the focus remains clear: to deepen impact, expand access, and continue building pathways that enable more women to enter, thrive, and lead in UX. With a strong foundation in place, Ladies In UX is committed to scaling its programs, strengthening collaborations, and reaching even more women who deserve the opportunity to build meaningful careers in tech.

The work continues, but the progress made this year affirms that when women are supported with the right systems, resources, and community, the future of UX becomes more inclusive, representative, and powerful.