

# Exploring Life & Business with Jessica Love of Urbane Design



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Today we'd like to introduce you to Jessica Love

**Hi Jessica, can you start by introducing yourself? We'd love to learn more about how you got to where you are today?**

I always knew I wanted to be both an entrepreneur and an interior designer, so the day after graduating with my Bachelor of Science in Interior Design, I launched the first iteration of my design firm, Love Designs. I started my career in Houston, TX, in 2004, and by 2008, I took a leap and purchased a larger design firm. Unfortunately, with the economic downturn of 2008, the business didn't survive. That experience, though challenging, taught me resilience and adaptability. In 2009, I relocated to Austin, TX, rebranded as Urbane Design, and never looked back. The journey has been one of growth, reinvention, and a deep commitment to creating spaces that truly reflect the people who live in them.

**Alright, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?**

It definitely hasn't been a smooth road. The 2008 economic crash was a major challenge, especially in an industry so closely tied to housing and how people spend on their homes. That experience forced me to adapt quickly and rethink my approach. But beyond external challenges, one of the biggest struggles was the fact that I went to school for design-not business. Knowing design is one thing; learning to run a successful business is another. And I chose the hard path-figuring it out through real-world experience, trial and error, and sheer determination. Every challenge, though, has shaped me into the entrepreneur I am today, and I wouldn't trade those lessons for anything.

**Thanks for sharing that. So, maybe next you can tell us a bit more about your business?**

Urbane Design is a full-service interior design firm dedicated to creating spaces that are not only beautiful but also deeply personal and functional. We specialize in custom residential design, working closely with homeowners to bring their vision to life while ensuring every detail reflects their personality and lifestyle.

What sets us apart is our client-centered approach designing for real people, not just aesthetics. We believe great design should enhance the way people live in their homes, not just look good in photos. Our process is collaborative, transparent, and tailored to each client, ensuring that every space we create is as unique as the people who live in it.

I am most proud of how Urbane Design has grown into a trusted, award-winning brand without losing the personal touch that makes us different. We don't just design homes we build relationships, help clients express themselves through their spaces, and make the entire process enjoyable and stress-free.

At Urbane Design, we offer comprehensive interior design services, from new construction and remodels to full furnishings and styling. Whether it's reimagining a single room or designing a home from the ground up, our goal is always the same: to create spaces that feel authentic, inspiring, and timeless.

**We love surprises, fun facts and unexpected stories. Is there something you can share that might surprise us?**

From a very young age, I understood the profound impact our environment has on our lives, our mindset, and even our confidence. I didn't always have a safe or inspiring space, so I learned to create one for myself. That experience shaped not only who I am but also the foundation of my design philosophy.

At Urbane Design, we believe Confidence Starts at Home. The spaces we live in influence how we feel, how we grow, and how we show up in the world. A well-designed home should provide comfort, reflect your individuality, and empower you to live your best life. That's why I take a deeply personal approach to design-listening, understanding, and crafting environments that truly support my clients in their daily lives.

For me, design isn't just about aesthetics; it's about creating a sense of home, belonging, and security-something I had to learn to cultivate for myself and now have the privilege of providing for others. The most rewarding part of my work is when a client walks into their finished space and says, "I've never felt more at home than I do right now."- That's when I know I've done my job well!

**Pricing:**

- Urbane Design can be retained at an hourly rate.

**Contact Info:**

- **Website:** <https://urbanedesignstudios.com>
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