

Prepare a UX portfolio for job applications

Prepare for UX interviews

Answer interview questions

Develop an elevator pitch

Ace whiteboarding and panel interviews

Pursue freelance UX design work

▶ **Video:** Introduction to freelancing
2 min

▶ **Video:** Jennifer - My journey as a freelance UX designer
4 min

▶ **Video:** Create a business plan
4 min

📖 **Reading:** Learn more about business plans
20 min

📖 **Practice Quiz:** Test your knowledge on creating a business plan
3 questions

▶ **Video:** Find clients as a freelance UX designer
4 min

📖 **Reading:** Learn more about finding clients as a freelance UX designer
20 min

▶ **Video:** Landing the first client
4 min

📖 **Practice Quiz:** Test your knowledge on working as a freelancer
5 questions

📖 **Practice Quiz:** Self-Reflection: Potential clients for your freelance design work
1 question

📖 **Reading:** Review templates for proposals
20 min

Week 6 review

Course review

Certificate program review

Review templates for proposals

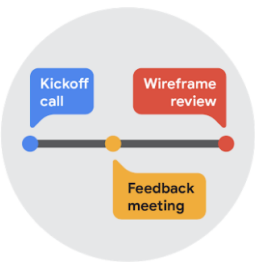
When you work as a freelance UX designer, potential clients who are impressed by your designs might send you a **request for proposal**, an official document that outlines project requirements. Or, they may submit an informal request to establish a working relationship with you. Gaining new clients is an exciting chance to practice your design skills. But, before diving into the creating a product, you should respond by sending a proposal.

A **proposal** outlines your approach to successfully delivering the work a client has requested. These documents are important for establishing an effective working relationship between you and your client. Your proposal also helps to instill confidence in your ability to do the work on time and on budget, while meeting the project objectives. In this reading, you'll learn about the various materials you might encounter as a freelance UX designer.

Sections of a proposal



Statement of Work



Project timeline



Budget estimate



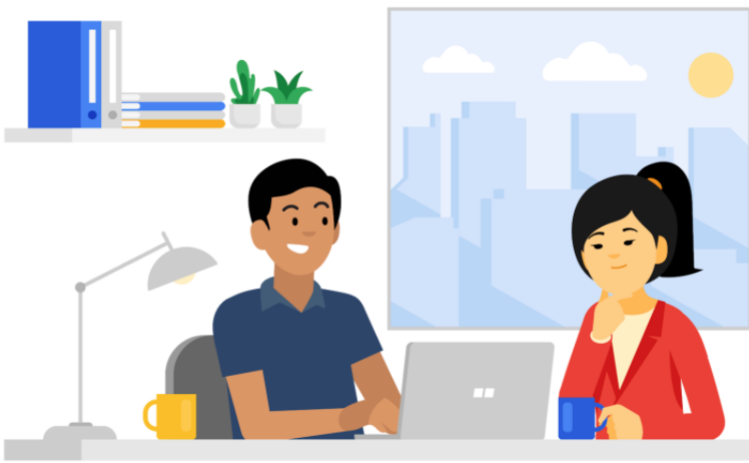
Payment schedule

While proposals may be worded differently, there are four sections that are necessary: a statement of work, project timeline, budget estimate, and payment schedule. Here's what each of those provides to a client.

1. **Statement of Work:** A legally binding document that includes a list of detailed deliverables, their due dates, and a payment schedule
2. **Project Timeline:** A list of dates for expected milestones in the development of the project
3. **Budget estimate:** Details the expenses and profit margins that add up to an appropriate cost for your services
4. **Payment schedule:** A list of expected payment dates and any upfront costs and contingencies

Proposals may also include an introduction to you as a designer, your design process divided into phases, and specific payment terms.

Start with templates



While working with a new client, you want to make sure that each of the sections of the proposal is addressed in detail. To do this, many designers choose to use templates to ensure that everything is accounted for and to expedite the proposal process.

To help you develop your own proposal, start with the statement of work template and budget spreadsheet template provided here:

To see the completed exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: [statement of work template](#) ↗

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

To see the completed exemplar for this course item, click the link below and select "Use Template."



Google UX Design Certificate - Statement of Work (SoW) [Template]
DOCX File

Link to exemplar: [budget spreadsheet template](#) ↗

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.



Google UX Design Certificate - Budget Spreadsheet [Template]
XLSX File

You may decide to follow the design of the template or customize it to fit your personal branding.

In this fictional mock example of a [UX Proposal](#) ↗, a designer named John Williams has created a proposal for a shoe company called The Heel Toe Sneaker Company. The Heel Toe Sneaker Company is seeking an app for the launch of a new fashion line. This proposal includes a(n):

- Title page
- Introduction
- Statement of Work
- List of assumptions and dependencies
- Design process outline
- Timeline
- Budget
- Payment Schedule
- Acceptance page

Remember, this proposal is only an example. As you explore this proposal, think about how you can modify your own proposal to meet the needs of your own UX design projects.

