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Rate Sheet & Engagement Models (2025)

For Enterprise Organizations & Fortune 500 Companies

Is This Rate Sheet Right for You?

This pricing is designed for **enterprise organizations** that meet these criteria:

Company Profile: - Fortune 500 or Fortune 1000 companies - Established corporations with 1000+ employees - Annual revenue: $100M-10B$+ - Multiple business units, divisions, or brands - Public companies or PE-backed portfolio companies

Organizational Complexity: - Multiple stakeholder groups and approval layers - Formal procurement and legal processes (MSAs, SOWs, POs) - Compliance requirements (HIPAA, GDPR, SOC 2, Section 508) - Legacy systems and technical constraints - Distributed teams across multiple locations/time zones

Project Characteristics: - Enterprise-wide initiatives affecting multiple product teams - Design systems serving 10+ product teams - Regulatory or compliance-driven requirements - Change management and organizational transformation - Long-term strategic partnerships (6+ months)

Budget & Procurement: - Formal budgeting and approval processes - Purchase orders and NET 30+ payment terms - Legal review and contract negotiation required - Insurance and security requirements - Annual or multi-year engagement planning

Better fit for startups? If you're a Series A-D startup with fewer than 500 employees, lean decision-making, and agile processes, please see the **Startup Rate Sheet** for pricing optimized for your speed and structure.

Enterprise-Grade UX Strategy at Unprecedented Speed

Large organizations face a unique challenge: you need the rigor and quality of traditional enterprise consulting, but you can no longer afford the 6-12 month timelines that come with it. Markets move too fast. Competitors ship too quickly. Your customers expect more.

With over a decade of experience at **Life Time Fitness**, **CVS Health**, and **Comcast**, I understand the complexity of enterprise UX—multi-stakeholder alignment, compliance requirements, legacy system constraints, and the need for scalable design systems that serve dozens of product teams.

What sets me apart is my ability to deliver this enterprise-grade quality **4-6x faster** through AI-augmented workflows. I leverage cutting-edge tools like Manus, Claude, and Cursor to accelerate research synthesis, design system development, and documentation—without compromising the strategic rigor your organization requires.

You get Fortune 500 quality with the speed of a startup.

Service Offerings & Pricing

Engagement Model	Description	Ideal For	Investment
Strategic Advisory	Executive-level UX strategy and guidance.	Design transformation, organizational design, executive workshops.	$300 / hour (20-hour min.)
Executive Workshop	Multi-day intensive strategy sessions.	Design system planning, UX maturity assessment, team alignment.	$3,000 / day (2-day min.)
Project-Based	End-to-end enterprise UX initiatives.	Design systems, digital transformation, product portfolio redesign.	Starting at $75,000
Strategic Retainer	Ongoing executive partnership.	Continuous design system evolution, organizational transformation.	Starting at $35,000 / month

Project-Based Engagements

For organizations with defined initiatives, regulatory deadlines, or strategic milestones.

Project Tier	Description	Timeline	Investment
Foundation	UX strategy and design for new digital products or major feature sets.	4-8 Weeks	$75,000—125,000
Transformation	Redesign existing products or services with enterprise-wide impact.	8-16 Weeks	$125,000—225,000
Enterprise Design System	Build or evolve a comprehensive design system serving multiple product teams.	12-24 Weeks	$225,000—400,000
Strategic Partnership	Multi-year transformation initiatives with measurable business outcomes.	6-18 Months	$400,000+ (custom)

What's Included: - Executive stakeholder alignment and workshops - Comprehensive user research and competitive analysis - Enterprise information architecture and service design - Scalable design system with governance model - Accessibility compliance (WCAG 2.1 AA or higher) - Comprehensive documentation and training materials - Change management and adoption strategy - 3 rounds of executive review and refinement - 60 days post-launch support and optimization

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Strategic Retainers

For organizations requiring ongoing strategic partnership and continuous design system evolution.

Retainer Tier	Scope	What You Get	Investment
Advisory	Strategic guidance and governance.	Monthly executive workshops, design system governance, team mentorship.	$35,000 / month
Partnership	Hands-on strategic leadership.	Weekly collaboration, design system evolution, cross-team alignment.	$55,000 / month
Embedded	Dedicated strategic resource.	Priority access, proactive leadership, organizational transformation.	$80,000+ / month

Minimum commitment: 6 months (enterprise change requires sustained engagement)

Retainer Benefits: - Priority access and 24-hour response time - Quarterly executive strategy sessions - Ongoing design system evolution and governance - Cross-functional team training and enablement - Annual UX maturity assessment - Proactive strategic recommendations - Access to proprietary frameworks and tools

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Why Enterprise Organizations Choose This Approach

Proven Enterprise Experience

I've navigated the complexity of Fortune 500 organizations—legacy systems, compliance requirements, multi-stakeholder alignment, and organizational politics. I speak your language.

Accelerated Delivery

My AI-augmented workflows deliver enterprise-quality work in 25-40% of traditional timelines. This means faster time-to-market, reduced project risk, and better ROI.

Scalable Solutions

Every design system and strategy I create is built for scale—supporting multiple product teams, brands, and platforms while maintaining consistency and governance.

Change Management Expertise

I don't just deliver designs—I ensure adoption. My engagements include change management, training, and governance models that drive organizational transformation.

The Enterprise ROI Story

Scenario: You're a Fortune 500 company with 50+ product teams, each building their own UI components. This creates inconsistency, slows development, and increases maintenance costs.

The Problem: - 50 teams $\times 20K per component = 1M$ annual cost for redundant work - Inconsistent user experience across products - Slow time-to-market due to design/dev inefficiencies - High maintenance costs for fragmented codebases

Traditional Approach: - Timeline: 12-18 months to build enterprise design system - Cost: $500K-800K - Risk: Adoption challenges, scope creep, organizational resistance

My Approach: - Timeline: 4-6 months to build and deploy design system - Investment: $300K-400K - Result: System deployed 6-12 months earlier with built-in adoption strategy

The Math: - $1M annual savings in redundant work - 30-50% faster product development velocity - Improved user experience and brand consistency - 6-12 months earlier realization of benefits - **ROI: 3-5x in first year, 10x+ over 3 years**

Engagement Process

1. **Executive Discovery (Complimentary)** - 60-minute strategic conversation with key stakeholders

2. **Assessment & Proposal** - Comprehensive assessment with detailed proposal (within 1 week)

3. **Stakeholder Alignment** - Executive workshop to align vision, goals, and success metrics

4. **Phased Execution** - Iterative delivery with regular executive reviews and course correction

5. **Training & Enablement** - Comprehensive training for design, product, and engineering teams

6. **Launch & Governance** - Deployment strategy with governance model and success metrics

7. **Sustained Support** - 60-90 days of optimization and adoption support

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Payment Terms

Projects: - Under $150K: 40% upfront, 30% at midpoint, 30% on completion - $150K - 300K: 33% upfront, 33% at midpoint, 34% on completion - Over $300K: Quarterly milestones with performance-based incentives available

Retainers: - Billed monthly in advance - Quarterly or annual prepayment available with discount - Auto-renewal with 60-day cancellation notice

Payment Methods: - Wire transfer (preferred) - ACH - Purchase order (NET 30 terms available for qualified organizations)

Volume Discounts: - 5% discount for annual project commitment over $500K - 10% discount for multi-year strategic partnership - Custom pricing available for multi-division engagements

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Enterprise Compliance & Security

Legal & Compliance: - Master Services Agreement (MSA) negotiation - Non-Disclosure Agreement (NDA) standard - Business Associate Agreement (BAA) for HIPAA compliance - Data Processing Agreement (DPA) for GDPR compliance - Professional liability insurance: $2M coverage

Security & Privacy: - SOC 2 Type II compliant workflows - Secure file sharing and communication protocols - On-premise or private cloud options available - Background check and security clearance available upon request

Accessibility Standards: - WCAG 2.1 Level AA compliance (minimum) - Section 508 compliance for government contracts - ADA compliance for public-facing applications - Accessibility audit and remediation services available

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Frequently Asked Questions

Q: How do you deliver enterprise-quality work so much faster? I use AI-augmented workflows to accelerate research synthesis, design system development, and documentation. This eliminates repetitive tasks while maintaining the strategic rigor and quality enterprise organizations require. Think of it as having a team of junior designers handling the grunt work while I focus on strategy.

Q: Can you work within our existing procurement and legal processes? Absolutely. I'm experienced with enterprise procurement, MSA negotiations, and compliance requirements. I can work with your legal and procurement teams to ensure smooth onboarding.

Q: Do you have experience with our industry's regulatory requirements? I've worked in healthcare (CVS Health), telecommunications (Comcast), and fitness/wellness (Life Time Fitness). I understand HIPAA, FCC regulations, and industry-specific compliance requirements. For specialized regulations, I can partner with your compliance team.

Q: How do you ensure design system adoption across multiple product teams? Every engagement includes a change management and governance strategy. I work with your leadership to create adoption incentives, training programs, and governance models that drive organizational buy-in.

Q: Can you scale to support a global organization? Yes. I've worked with distributed teams across multiple time zones. For very large engagements, I can bring in trusted partners to scale delivery while maintaining quality and consistency.

Q: What's your approach to working with our existing design and engineering teams? I'm a collaborator, not a disruptor. I work alongside your teams to elevate their capabilities, establish best practices, and create systems that empower them to work more efficiently. Think of me as a force multiplier, not a replacement.

Next Steps

Ready to accelerate your enterprise UX transformation? Let's discuss your strategic objectives.

Schedule an Executive Discovery Session: - **Email:** ryan.winzenburg@email.com - **LinkedIn:** linkedin.com/in/ryanwinzenburg - **Portfolio:** winzenburg.github.io/portfolio-2025

What to Prepare: - Your strategic UX objectives and business goals - Key stakeholders and decision-makers - Timeline and any regulatory or market deadlines - Budget range and procurement process - Current UX challenges and pain points

I typically respond within 24 hours. Enterprise engagements can begin within 2-4 weeks pending procurement and legal processes.

Enterprise Client Success

Fortune 100 Telecommunications Company *"Ryan helped us build a design system that now serves 40+ product teams. His ability to navigate our complex organization and deliver at speed was exceptional."* — VP of Digital Experience, Telecommunications

Fortune 500 Healthcare Organization *"We needed HIPAA-compliant UX strategy for our patient portal redesign. Ryan delivered in 6 weeks what our previous vendor took 6 months to scope."* — Chief Digital Officer, Healthcare

Global Fitness & Wellness Enterprise *"Ryan's design system work transformed how our product teams collaborate. We've seen 40% faster development velocity and significantly improved user satisfaction."* — SVP of Digital Products, Fitness & Wellness

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References

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