

# Ryan Winzenburg - Senior UX Strategist & AI Workflow Specialist

---

## Rate Sheet & Engagement Models (2025)

---

### A New Paradigm in UX: Delivering Enterprise-Grade Results 4-6x Faster

In today's competitive landscape, speed to market is not just an advantage; it's a necessity. Traditional UX design and development cycles, often spanning 8-12 weeks, are no longer sufficient. Leveraging a sophisticated, AI-augmented workflow, I deliver the same high-quality, enterprise-grade UX strategy and design outcomes in a fraction of the time—typically within 2-3 weeks. This acceleration is not about cutting corners; it's about leveraging cutting-edge tools and a decade of Fortune 500 experience to create a more efficient and impactful process.

My clients, who range from well-funded startups (Series B-D) to tech giants and private equity-backed SaaS companies, don't just pay for my time. They invest in a strategic partner who can help them achieve their business goals faster and more effectively. With a proven track record at companies like **Life Time Fitness**, **CVS Health**, and **Comcast**, I bring a level of quality and strategic insight that is unmatched.

This document outlines my service offerings and engagement models, designed to provide flexibility and value to a range of clients and project types.

---

### Service Offerings & Pricing Structure

I offer a variety of engagement models to meet the diverse needs of my clients. Each is designed to provide maximum value and flexibility, from short-term advisory roles to long-term strategic partnerships.

Engagement Model	Description	Ideal For	Investment
<b>Hourly Consulting</b>	Focused advisory and support for specific challenges.	Quick consultations, design critiques, and minor UX audits.	\$200 / hour (10-hour min.)
<b>Day Rate</b>	Intensive, single-day sessions for strategic planning and problem-solving.	Workshops, design sprints, and focused strategy sessions.	\$1,800 / day (2-day min.)
<b>Project-Based</b>	End-to-end UX strategy and design for a fixed scope and price.	New product development, feature enhancements, and design system creation.	Starting at \$25,000
<b>Monthly Retainer</b>	Ongoing strategic partnership for continuous improvement and support.	Long-term product development, design system management, and strategic advisement.	Starting at \$15,000 / month

## Detailed Engagement Models

### 1. Project-Based Engagements

For clients with well-defined projects, a fixed-scope, fixed-price model provides predictability and a clear path to completion. My project-based engagements are structured to deliver maximum value and are priced based on complexity and scope.

Project Tier	Description	Typical Timeline	Investment Range
<b>Tier 1: Foundation</b>	For early-stage products or new features requiring foundational UX strategy and design.	2-4 Weeks	25,000—50,000
<b>Tier 2: Growth</b>	For established products seeking to optimize user experience and drive growth.	1-3 Months	50,000—100,000
<b>Tier 3: Enterprise</b>	For large-scale, complex projects such as enterprise-wide design systems or complete product redesigns.	3-6 Months	100,000—200,000+

*All project-based engagements include a comprehensive discovery process, strategic recommendations, high-fidelity prototypes, and a final handoff package with all necessary assets and documentation.*

## 2. Monthly Retainers

For clients seeking a long-term strategic partner, a monthly retainer provides ongoing access to my expertise and a dedicated resource for continuous improvement. Retainers are ideal for companies that require consistent UX support but may not have the need or budget for a full-time senior strategist.

Retainer Tier	Description	Key Features	Monthly Investment
<b>Starter</b>	For teams needing regular access to a UX strategist for guidance and support.	Up to 20 hours/month of dedicated support, bi-weekly check-ins.	\$15,000
<b>Professional</b>	For companies requiring ongoing strategic support and hands-on design work.	Ongoing strategic advisement, design system management, and priority support.	\$25,000
<b>Enterprise</b>	For organizations that need a dedicated, high-touch strategic partner to drive their UX vision.	Priority access, dedicated support, and proactive strategic guidance.	\$35,000+

*All retainers require a minimum three-month commitment and are billed monthly in advance.*

---

## Engagement Process & Terms

My engagement process is designed to be transparent, collaborative, and efficient, ensuring that we are aligned on goals and expectations from the outset.

1. **Discovery & Scoping:** We begin with a complimentary consultation to understand your challenges, goals, and requirements. This is followed by a detailed scoping process to define the project and deliverables.
2. **Proposal & Agreement:** Based on the discovery, I will provide a comprehensive proposal outlining the project scope, timeline, deliverables, and investment. Once we are aligned, we will sign a formal agreement to begin the engagement.
3. **Execution & Delivery:** I will execute the project according to the agreed-upon plan, with regular check-ins and opportunities for feedback. My AI-augmented workflow ensures that we move quickly and efficiently from strategy to execution.
4. **Handoff & Support:** Upon completion, I will provide a comprehensive handoff package with all necessary assets and documentation. I also offer 30 days of post-launch support to ensure a smooth transition.

## Payment Terms

- **Projects under \$50,000:** 50% upfront, 50% upon completion.
- **Projects over \$50,000:** 40% upfront, 30% at the midpoint, and 30% upon completion.
- **Retainers:** Billed monthly in advance.

*Payments can be made via wire transfer, ACH, or credit card (a 3% processing fee applies to credit card payments).*

---

## Next Steps

I am confident that my unique approach to UX strategy and design can provide significant value to your organization. If you are ready to accelerate your product

development and achieve your business goals faster, I invite you to schedule a complimentary consultation.

- **Email:** ryan.winzenburg@email.com
  - **LinkedIn:** [linkedin.com/in/ryanwinzenburg](https://www.linkedin.com/in/ryanwinzenburg)
- 

## References

- [1] Contra. (2025). *Freelance UX Rate Guide 2025*. Retrieved from <https://contra.com/p/E76BRgUW-freelance-ux-rate-guide-2025-pricing-your-design-services-for-profit-and-value>
- [2] Consulting Success. (2025). *Consulting Retainer Guide in 2025*. Retrieved from <https://www.consultingsuccess.com/consulting-retainer>
- [3] Glassdoor. (2025). *Senior UX Strategist Salary*. Retrieved from [https://www.glassdoor.com/Salaries/senior-ux-strategist-salary-SRCH\\_KO0,20.htm](https://www.glassdoor.com/Salaries/senior-ux-strategist-salary-SRCH_KO0,20.htm)