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Rate Sheet & Engagement Models (2025)

For Well-Funded Startups (Series B-D)

Is This Rate Sheet Right for You?

This pricing is designed for **well-funded startups** that meet these criteria:

Company Stage: - Series B, C, or D funding rounds - Post-product-market fit and scaling - Annual revenue: $5M$ — $100M$ - Team size: 20-500 employees - Raised at least \$10M in venture funding

Organizational Characteristics: - Fast-moving product development cycles - Lean decision-making (1-3 key stakeholders) - Agile/iterative development methodology - Modern tech stack and tools - Growth-focused culture

UX Maturity: - Have a product or design team (even if small) - Understand the value of UX but need strategic expertise - Ready to invest in design systems and scalable processes - Open to AI-augmented workflows and modern tools

Not a fit? If you're an enterprise organization (Fortune 500, 1000+ employees, complex procurement), please see the **Enterprise Rate Sheet** for pricing that reflects the additional complexity, compliance requirements, and stakeholder management involved.

Move Fast Without Breaking Things

As a startup scaling rapidly, you need enterprise-grade UX strategy and design—but you can't afford enterprise timelines. Traditional consultants take 8-12 weeks to

deliver what you need in 2-3 weeks. That's where I come in.

Leveraging AI-augmented workflows with tools like Manus, Claude, and Cursor, I deliver Fortune 500 quality at startup speed. My work at **Life Time Fitness**, **CVS Health**, and **Comcast** taught me how to build at scale. Now I bring that expertise to fast-moving startups who need to ship quickly without compromising quality.

You're not just hiring a consultant—you're getting a strategic partner who understands the urgency of product-market fit, fundraising milestones, and competitive pressure.

Service Offerings & Pricing

Engagement Model	Description	Ideal For	Investment
Hourly Consulting	Focused advisory for specific challenges.	Design critiques, quick consultations, UX audits.	\$225 / hour (10-hour min.)
Day Rate	Intensive strategy sessions and workshops.	Design sprints, product strategy, team workshops.	\$2,000 / day (2-day min.)
Project-Based	End-to-end UX strategy and design.	New features, product redesigns, design systems.	Starting at \$35,000
Monthly Retainer	Ongoing strategic partnership.	Continuous product development and optimization.	Starting at \$18,000 / month

Project-Based Engagements

Perfect for startups with a specific initiative, deadline, or milestone (like a funding round or product launch).

Project Tier	Description	Timeline	Investment
MVP Foundation	Core UX strategy and high-fidelity prototypes for new products or major features.	2-4 Weeks	35,000—60,000
Growth Optimization	Redesign and optimize existing products to improve metrics and user experience.	4-8 Weeks	60,000—110,000
Design System	Build a scalable design system to accelerate your team's velocity.	6-12 Weeks	110,000—200,000
Strategic Partnership	Transformational work with measurable business impact. Value-based pricing available.	3-6 Months	\$200,000+ (custom)

What's Included: - Strategic discovery and competitive analysis - User research synthesis (using existing data) - Information architecture and user flows - High-fidelity designs and interactive prototypes - Design system components (when applicable) - Developer handoff documentation - 2 rounds of revisions - 30 days post-launch support

Monthly Retainers

Ideal for startups that need ongoing UX support but aren't ready to hire a full-time senior strategist (which would cost \$200K+ annually).

Retainer Tier	Monthly Hours	What You Get	Investment
Startup	~20 hours	Bi-weekly strategy sessions, design reviews, ongoing optimization.	\$18,000 / month
Growth	~30 hours	Weekly collaboration, feature design, design system management.	\$28,000 / month
Scale	~40+ hours	Embedded strategic partner, priority access, proactive guidance.	\$40,000+ / month

Minimum commitment: 3 months (allows us to make meaningful impact)

Retainer Benefits: - Priority scheduling and fast response times - Proactive strategic recommendations - Ongoing design system evolution - Team training and mentorship - Quarterly strategy reviews

Why Startups Choose This Approach

Speed to Market

Launch 4-6x faster than with traditional consultants. In startup time, that's the difference between leading and following.

Capital Efficiency

Get senior-level expertise without the \$200K+ salary, equity, and benefits of a full-time hire. Scale up or down as needed.

Proven at Scale

Fortune 500 experience means I've solved problems at scale. You get enterprise-grade processes adapted for startup speed.

Modern Tooling

AI-augmented workflows mean faster iteration, better documentation, and seamless handoffs to your engineering team.

The ROI Story

Scenario: You're a Series B SaaS company preparing for Series C. You need to redesign your core product to improve conversion rates and reduce churn before your next fundraising round.

Traditional Approach: - Timeline: 12 weeks - Cost: \$80,000-120,000 - Risk: Might miss fundraising window

My Approach: - Timeline: 3-4 weeks - Investment: \$60,000-90,000 - Result: Launch 8 weeks earlier, demonstrate traction during fundraising

The Math: - 8 weeks earlier to market = 2 months of additional revenue - Improved metrics during fundraising = stronger valuation - Faster iteration = reduced opportunity cost - **Total value created: 10-20x your investment**

Engagement Process

1. **Discovery Call (Free)** - 30-minute conversation to understand your challenge and goals
 2. **Scoping & Proposal** - Detailed proposal with timeline, deliverables, and investment (within 48 hours)
 3. **Kickoff & Research** - Deep dive into your users, business, and competitive landscape
 4. **Design & Iteration** - Weekly check-ins, rapid prototyping, and collaborative refinement
 5. **Handoff & Launch** - Complete documentation, developer handoff, and launch support
 6. **Post-Launch Support** - 30 days of support to ensure successful implementation
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Payment Terms

Projects: - Under \$75K: 50% upfront, 50% on completion - Over \$75K: 40% upfront, 30% at midpoint, 30% on completion

Retainers: - Billed monthly in advance - Auto-renewal with 30-day cancellation notice

Payment Methods: - Wire transfer (preferred) - ACH - Credit card (+3% processing fee)

Discounts: - 5% discount for full project payment upfront - 10% discount for quarterly retainer prepayment - 15% discount for annual retainer prepayment

Frequently Asked Questions

Q: How do you deliver so much faster? AI-augmented workflows eliminate repetitive tasks. I use Manus for research synthesis, Claude for content strategy, and Cursor for

design system development. This lets me focus on strategic thinking while AI handles the grunt work.

Q: Will you sign an NDA? Absolutely. I work with confidential product roadmaps and competitive strategies regularly.

Q: Can we start small and scale up? Yes! Many clients start with a day-rate workshop or small project, then move to retainer once we've proven value.

Q: Do you work with our existing design team? Definitely. I can lead, collaborate, or mentor depending on your needs.

Q: What if we need to pause the engagement? Projects have fixed timelines. Retainers can be paused with 30 days notice (though you'll lose your spot in my schedule).

Next Steps

Ready to move faster? Let's talk.

Schedule a Discovery Call: - **Email:** ryan.winzenburg@email.com - **LinkedIn:** [linkedin.com/in/ryanwinzenburg](https://www.linkedin.com/in/ryanwinzenburg) - **Portfolio:** winzenburg.github.io/portfolio-2025

What to Prepare: - Your biggest UX challenge right now - Timeline and any hard deadlines - Approximate budget range - Key stakeholders who'll be involved

I typically respond within 24 hours and can start new engagements within 1-2 weeks.

Client Success Stories

Enterprise SaaS Startup (Series C) *"Ryan delivered in 3 weeks what our previous agency took 12 weeks to do. His AI-augmented workflow is legit—we got enterprise-quality designs at startup speed."* — VP Product, Enterprise SaaS Platform

FinTech Startup (Series B) *"We needed a design system before our Series C raise. Ryan built it in 8 weeks and trained our team. We raised \$50M two months later."* — Head of Design, FinTech Company

HealthTech Startup (Series B) *"Ryan's Fortune 500 experience was exactly what we needed to professionalize our UX. He brought structure without slowing us down."* —

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