

**I WILL BE
FRANK
WITH YOU**



STRATEGIC FRACTIONAL UX LEADER

SUMMARY

A flexible, high-impact engagement with a strategic UX leader responsible for stabilizing projects, guiding teams, improving decision-making, and aligning design, product, engineering, and business goals. This is the fastest way for teams to gain senior-level clarity and leadership without hiring a full-time Head of UX.

WHO THIS IS FOR

- Growing agencies without a UX lead
- Product teams with designers but no strategic direction
- Startups moving quickly but lacking UX structure
- Teams experiencing recurring rework or decision bottlenecks
- Leaders who want better outcomes, alignment, and predictability
- Companies where UX is important, but not yet a full department



ENGAGEMENT DETAILS

Strategic Direction

UX strategy, planning, and prioritization
Roadmap alignment (quarterly and release cycles)
Translating insights into direction and decisions

Team Guidance & Leadership

Oversight of designers and researchers
Improving quality and consistency
Coaching team members
Preventing burnout and overload

Cross-Functional Alignment

UX ↔ Product ↔ Engineering ↔ Leadership
Facilitating clarity around scope, decisions, and trade-offs
Bringing structure to planning conversations

Process & Operations

Improving workflows
Establishing repeatable patterns
Reducing friction and improving velocity

Quality Control & Risk Reduction

Early identification of issues
Tightening requirements
Guarding against costly misalignment

The goal: clarity, momentum, and predictable delivery.

WHY FRACTIONAL OVER FULL-TIME HIRES

HIGH SENIORITY, LOW OVERHEAD

You get executive-level clarity for a fraction of the cost.

FLEXIBLE COMMITMENT

10–20 hours/week depending on complexity and team maturity.

NO HIRING RISKS

No onboarding lag, no benefits, no long-term commitment.

OBJECTIVE LEADERSHIP

External clarity → fewer politics → faster decisions.

IMMEDIATE IMPACT

Most teams feel relief and clarity in week one.

20-MINUTE INTRO CALL

We review challenges, priorities and determine the best model. Kickoff typically in 1-2 weeks.

WHAT IT LOOKS LIKE

- Attends key product/design meetings
- Reviews UX, content, and interaction decisions
- Provides strategic direction to designers
- Ensures research is integrated into decisions
- Works closely with product owners and engineering leads
- Helps define scope, timelines, and priorities
- Improves communication with stakeholders
- Supports teams during high-pressure cycles
- Keeps the work aligned with business goals
- Prevents issues rather than reacting to them

WHY THIS WORKS

You're not getting a typical UX manager.
You're getting a strategic operator who brings:

- ✓ 20+ years in UX, design leadership, and product collaboration
- ✓ Real-world business-owner experience (budget, ops, team load)
- ✓ The ability to see issues before they become fires
- ✓ A talent for aligning cross-functional teams quickly without an ego
- ✓ A track record of stabilizing shaky projects bring clarity and confidence as consistent outcomes

This isn't about managing designers.
It's about elevating the entire product organization.

TIME & INVESTMENT COMMITMENT

Minimal time commitment

Weekly leadership sync
(30 minutes)
Design team touchpoints
(as needed)
Quarterly planning
alignment)

Typical ranges:

10 hrs/week:
\$3,500–\$5,000/month
15 hrs/week:
\$5,500–\$7,500/month
20 hrs/week:
\$8,500–\$12,500/month

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