

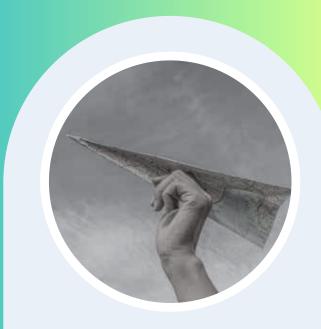


### **SUMMARY**

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  $\rightarrow$  fewer politics  $\rightarrow$  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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