designforward.io

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Unlimited design. Without the hire.

Slow design is a cost, not a delay.

Every hour your team spends fighting a legacy system, re-keying data across screens, or training new starters on a confusing tool is a cost that compounds. designforward is senior product design on subscription, with no salary and no recruitment risk, for any product team of any size.

SUBSCRIPTION

Single Track
£3,000/mo

Founding rate, held for 12 months
Standard rate £4,500/mo

One active request at a time, unlimited queue. Turnaround scales with complexity.

- Unlimited requests, one at a time
- Pause or cancel anytime
- 100% IP ownership from day one

SUBSCRIPTION

Double Track
£5,500/mo

Founding rate, held for 12 months
Standard rate £8,000/mo

Two active requests in parallel, effectively your embedded design team without the headcount.

- Two workstreams at once
- Same pause or cancel flexibility
- Best for ongoing product roadmaps

NO SUBSCRIPTION

Sprint / Project
Audit from £2,000

Fixed price once scoped
Larger projects quoted per engagement

A 5-day Workflow Audit, fixed price once scoped. Larger projects, such as a 4-week Module Redesign, are quoted per engagement.

- Fixed scope and timeline
- Written findings and next steps
- No ongoing commitment

Founding rates are open to the first 3 to 5 clients and held for 12 months. Standard rates apply after that. If you subscribe within 30 days of a Workflow Audit, the audit fee comes off your first month.

The employee problem, solved

- ✕ Fixed salary regardless of workload
- ✕ Recruitment risk and onboarding runway
- ✕ Locked in once you commit

- ✓ **One flat fee, unlimited requests**
- ✓ **Start immediately: 8+ years, zero ramp-up**
- ✓ **Pause or cancel anytime, no notice period**

How the investment compares (typical UK annual cost)

£10k–£40k	£25k+	£60k+	£36k/yr
Freelancer	UX agency	In-house designer	Single Track, founding rate

Figures are typical UK market ranges, not designforward-specific quotes. Full rate card available on request. Prices in GBP. Not currently VAT registered, so no VAT is added.

Scan the QR code, or email hello@designforward.io

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