



designforward.io

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Unlimited design. Without the hire.

Clunky internal software is an operational cost, not a design problem.

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 a senior product design resource on subscription, with no salary, no recruitment risk and no notice period, built for operational businesses running on outdated internal tools.

SUBSCRIPTION	SUBSCRIPTION	NO SUBSCRIPTION
Single Track	Double Track	Sprint / Project
£3,000/mo	£5,500/mo	Audit from £2,500
Founding rate, held for 12 months Standard rate £4,500/mo	Founding rate, held for 12 months Standard rate £8,000/mo	Fixed price once scoped Larger projects quoted per engagement
One active request at a time, unlimited queue. Turnaround scales with complexity.	Two active requests in parallel, effectively your embedded design team without the headcount.	A 5-day Workflow Audit or a 4-week Module Redesign. A defined, low-risk entry point.
• Unlimited requests, one at a time • Pause or cancel anytime • 100% IP ownership from day one	• Two workstreams at once • Same pause or cancel flexibility • Best for ongoing product roadmaps	• Fixed scope and timeline • Before and after ROI playback • No ongoing commitment

Founding rates are open to the first 3 to 5 clients and held for 12 months. Standard rates apply after that.

The employee problem, solved

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| ✗ Fixed salary regardless of workload | ✓ One flat fee, unlimited requests |
| ✗ Recruitment risk and onboarding runway | ✓ Start immediately: 8+ years, zero ramp-up |
| ✗ Locked in once you commit | ✓ Pause or cancel anytime, no notice period |

How the investment compares (typical UK annual cost)

£10k–£40k Freelancer	£25k+ UX agency	£60k+ In-house designer	£36k/yr Single Track, founding rate
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Figures are typical UK market ranges, not designforward-specific quotes. Full rate card available on request.