

**I create designs that aim to convert  
your leads into sign ups or sales for  
your online business.**

This is a quick guide to see if we're a good match for your website project. Read on to learn more about who I am, what I do, and how I do it. Basically, I want to see if we're a good fit.

## **I have started my own design business to help people.**

Here are a few things you might not know:

- I'm not focused on monetary growth. I only work with one or two clients at a time to ensure best results.
- I only work with passionate clients who truly want to improve the lives of their own customers.
- I collaborate with each client to build something that's focused on achieving their business goals, instead of just making a pretty site. A pretty site does not make you more money.
- I will try my best to find and suggest tools to help you automate your business so there is less to worry about.

The skills I use to run my own business and blog, growing my own audience, writing my own content or doing my own research, are the same skills I will use for your project. I also want to use my skills to bring you something beautiful, sure, but also something useful that makes you money and drives business your way; I want to help your online business succeed too.

– *Paula Borowska*

# I'm here to help you

I worked with smaller companies with anywhere from 5 to 30 people like Inbox, Thinkful, Poll Everywhere or Lilly. I've worked with big companies too, like Adobe. But, I also worked with solo entrepreneurs like Hupla or Play Bucket.

I've helped travel apps, competition apps, entrepreneurs, blogs, SAAS products and even online educators better reach their audiences through effective design.

I will treat every project like a collaboration because I'm here to help you figure out how to make more money for your business whether through sales or sign ups. Communication is a very big part of project success because it will help us understand one another.

I'm a designer which means working with me will yield something aesthetic without a doubt but I understand that being smart and strategic is much more important to you running a business.

I will create a custom solution to your problem because no project is cookie-cutter. I will utilize my business, marketing, design, even development skills, and research skills to figure out what your target audience wants and needs. This is to provide you with the best possible solution to your problem whether it's increasing your newsletter sign ups or converting more leads.

*"Paula contributed across our design and product – most consistently upping the quality and consistency of our design. But it was with Thinkful students where I think her work had the largest impact. She led a project that rethought the new student experience at Thinkful. Her efforts, which spanned dozens of student interviews, designs, project management, and QA led to the largest single change to student retention we'd seen to date. Thinkful saw a 20% increase in students successfully completing their free trial as a direct result of her work. That's a lot of education we now get to provide."*

– Darrell Silver, CEO at Thinkful

*"Paula is a great designer with a discerning eye and incredible work ethic. She will ensure the work gets done and done well."*

– Sam DeCesare

## Three ways to work with me

### 60-minute consult

Finding areas of your website, app or online business that can be addressed in order to improve user experience and retention.

**\$500**

### Design intensive

Brainstorming session, roadmap documentation, a style guide and a single page mockup — delivered as a PSD for your programmer.

**\$2500**

### Full redesign

Strategy, research, and design. From user, interviews to style guide files to completed, responsive website files in either PSD or Sketch.

Starting at

**\$8000**

## **I work with client to create:**

1. Custom design tailored to your business.
3. Products, eCommerce, blogs, landing pages.
4. Mobile app design.
5. Style guides.
6. Email design.
7. Projects you're thrilled to do.

## **I don't work with clients to create:**

1. Mobile, desktop or web app development.
2. Finish someone else's designs.
3. I have zero experience in desktop apps.
4. Updates/fixes/support for websites I didn't create.

## How projects are approached

### Planning and strategy – week 1

We talk through business objectives and the site details, including how it should look and feel, and what you want your audience to experience on your website.

### User research – week 2

Based on your goals, I will talk to your current users or customers, and potential ones too, to figure out what gets them to convert.

### Architecture and sitemap – week 3

Together, we plan out the site structure and decide what goes where in a prioritized way.

### Content creation – week 3/4

The more clarity you have in your content, based on the sitemap and site structure, the better the design

will be. You are responsible for delivering the content. You can do it yourself, work with another professional or I can help.

### Style guide – week 5

I will take all the information you've given me and produce a style guide for you. It will be the first glimpse of your project's visual identity. It's the building block of the UI.

### Visual design – week 6/7

I take all the content, information and the style guide to design the key pages. We see how well they meet the site goals. I revise as needed. This is a great point for some usability testing.

### Hand off – week 8

We both review the mockups again to make sure everything is correct. Then, we wrap up!

*“Paula is amazing to work with. She is very quick at creating deliverables and responding to questions. Paula is definitely my go to designer every time I need help.”*

– Robert Kuykendall



# Like what you've read?

**Do you think we will work well together? If yes, that's fantastic! I'm excited to get started, how about you?**

The next step is to fill out the project planner. It will help me learn about you and your project, what you do, what you need, etcetera. I can't wait to read about the project as soon as you fill it out.

[Fill in your project planner](#)

Let's make something amazing together!

*Paula Borowska*