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Design systems
Prices 2026 · inreallab

5.3 Design systems and redesign

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
UI kit	colours, typography, components in Figma	$500 – $3,200	**from $1,000**	project
Design system in Figma (design-only)	tokens, library, states, documentation	$2,500 – $19,000	**from $4,400**	project
Design system with a code library	+ front-end handoff / component implementation	from $6,300	**from $6,300**	project
Landing page / website redesign	audit, new structure/UI, responsive layout	$750 – $6,300	**from $1,500**	project
App / service redesign	UX review, screen-by-screen redesign	$3,200 – $25,000	**from $5,700**	project
Design support (retainer)	dedicated hours/month, priority	$750 – $5,000/month	**from $1,200/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
UX / usability audit of an interface (heuristic, Nielsen's 10 rules)	$500 – $3,200 (landing page ~40–80k, large service 150k+)	**from $750**	project
Accessibility audit (WCAG 2.1: contrast, keyboard, screen reader)	$750 – $4,400	**from $1,200**	project
Audit of an existing design system (consistency, coverage, tech debt)	$1,000 – $5,000	**from $1,500**	project
Design tokens (Tokens Studio setup, semantic layers, export to code)	$500 – $2,500	**from $900**	project
Light/dark theming (adding a dark theme to a finished product)	$750 – $4,400	**from $1,200**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Component library in Figma (without a full design system): a single component with all states	$40 – $250 per component; set of 20–40 items $1,000 – $5,000	**from $65 / set from $1,500**	component/set
Icon set in a single style	$20 – $75 per icon; set of 24–48 items $500 – $2,500	**from $35 / set from $650**	icon/set
Design system documentation / usage guidelines (rules, do & don't, examples)	$750 – $3,800	**from $1,200**	project
Design system migration / refactoring (Sketch→Figma, auto-layouts, variants, version→version)	$1,300 – $8,800	**from $2,300**	project
Tidying up Figma files (structure, naming, auto-layout, style cleanup)	$380 – $1,900	**from $650**	project
Design system development / ongoing support (adding components, versioning, changelog)	$750 – $3,800 / month or from $130 per component	**from $1,200 / month**	month/component
Team training on the design system / workshop on working with the library	$500 – $2,500	**from $750**	workshop
Cosmetic redesign / UI refresh (visual update without structural change)	$500 – $3,200	**from $900**	project
Redesign of a single section / flow of an app (not the whole product)	$1,000 – $6,300	**from $1,500**	section
Adding responsive layouts to an existing design (mobile/tablet versions of finished screens)	$500 – $3,200	**from $750**	project
Adapting a design system for a sub-brand / white-label (token recolouring, themes)	$1,300 – $6,300	**from $1,900**	project
Design review / expert consultation on mockups (hourly)	$40 – $100 / hour; session $190 – $750	**from $50 / hour**	hour/session
Design QA / checking markup against mockups (per sprint/release)	$380 – $1,900 / sprint	**from $500 / sprint**	sprint

5.2 UX/UI interface design

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing page	prototype, UI desktop+mobile, responsive layout	$190 – $1,900	**from $750**	project
Premium promo landing page	concept, complex grid, animations	$1,300 – $6,300	**from $1,900**	project
Corporate / multi-page website	UX structure, 8–20 screens, UI kit	$1,900 – $10,000	**from $3,200**	project
Online store	catalogue, product page, cart, checkout, customer account	$3,200 – $19,000	**from $5,000**	project
Web service / platform	20–60+ screens, states, design system	$5,000 – $37,500	**from $7,500**	project
Mobile app	UX flows, 20–50 screens, HIG/Material, 2 platforms	$3,800 – $31,500	**from $6,300**	project
Telegram Mini App (TMA)	UX flows for the Telegram UI Kit, light/dark theming, 8–25 screens, states (development — see 3.1)	$1,300 – $5,000	**from $1,900**	project
Dashboards / admin panels / BI	metrics visualisation, tables, filters	$2,500 – $15,000	**from $3,800**	project
Single screen design	UX+UI, responsive layout, states	$65 – $320	**$100**	screen
Prototyping (interactive)	clickable Figma prototype	$380 – $3,200	**from $650**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Wireframes / low-fi prototype (greyscale)	$130 – $1,000	**from $320**	project
Quiz landing page / multi-step quiz design	$250 – $1,500	**from $600**	project
Adapting a desktop design for mobile (existing mockup)	$190 – $1,500	**from $380**	project
Tablet adaptation	$100 – $750	**from $250**	project
Dark mode design for an existing interface	$250 – $1,900	**from $750**	project
Product card design (template)	$100 – $500	**from $190**	template
Catalogue / listing page design with filters	$190 – $1,200	**from $380**	screen

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Cart and checkout design (separately)	$250 – $1,500	**from $500**	flow
Customer account design as a separate block	$500 – $3,800	**from $1,000**	project
App onboarding flow (welcome / first launch)	$250 – $1,500	**from $500**	flow
Empty states / errors / 404 design (set)	$100 – $500	**from $190**	package
Complex form / questionnaire / configurator design	$190 – $1,300	**from $380**	project
Email / newsletter template design	$100 – $650	**from $190**	email
Push / in-app notification design (set of states)	$75 – $380	**from $150**	package
Custom interface icon set	500 – $40/icon, set $190 – $1,000	**$15/icon, set from $320**	icon/set
Design + build of a landing page on Tilda	$380 – $2,500	**from $750**	project
Design of a single landing page block / section (customisation)	$65 – $320	**from $100**	block
Smartwatch / watch app interface design	$500 – $3,200	**from $1,000**	project
Embeddable widget / module design (calculator, chat)	$190 – $1,300	**from $380**	project
Design iterations / revisions (hourly rate)	$20 – $65/hour	**from $35/hour**	hour
Dev handoff: preparing mockups for development (annotations, spec, assets)	$130 – $900	**from $250**	project
Business-card website (mini, 3–5 screens)	$380 – $1,900	**from $900**	project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи