



Lou Stuber

Design Manager • Digital Product & Web Experience Leader

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I'm a **design leader** who loves turning ideas into websites and digital products people enjoy using. I've spent 13 years doing it. As UX Design Director at Pixel Parlor, I lead a 6–8 person cross-functional team and own creative quality, scoping, budgets and client relationships across web projects, plus a roster of 40 website maintenance clients. I've designed award-winning sites for Grooms Club, IFC Films, BalletX, Trust for Public Land and dozens of mission-driven organizations, and I still get hands-on in Figma, WordPress and Webflow. I've used AI and automation to cut our proposal writing in half and intake process by 75%.

Core Skills

LEADERSHIP: Team management and mentorship, creative direction, design critique, hiring input, cross-functional work with strategists, copywriters, illustrators and developers

PRODUCT & UX: Information architecture, user flows, wireframes, interactive prototypes, UI and visual design systems, usability QA, stakeholder presentations

DIGITAL EXPERIENCE & DELIVERY: Proposal writing, scoping and estimating, timelines, budgets and reporting, intake and workflow design, launch and site maintenance, CMS strategy

TOOLS & TECH: Figma, Adobe CC, Webflow, WordPress, Shopify, Squarespace, HTML/CSS, HubSpot, Mailchimp, Zapier, Basecamp, Paymo, hosting and DNS, Google Analytics, SEO, Claude, ChatGPT, Google Workspace, Microsoft Office

AI: AI-assisted estimating, research, writing and SEO; workflow automation with Claude and Zapier

Education & Certifications

B.F.A. GRAPHIC & INTERACTIVE DESIGN

Tyler School of Art, Temple University • 2013
Golden Key International Honour Society

CLAUDE 101 • Anthropic • 2026

FIGMA UX/UI DESIGN ESSENTIALS • Udemy • 2024

WEBFLOW 101 • Webflow • 2023

DIGITAL PROJECT MANAGEMENT • SuperHi • 2022

Awards & Recognition

DOTCOMM AWARDS • Platinum Web Design • 2022

GDUSA • American Graphic Design Awards (x2) • 2020 & 2021

GDUSA • American Web Design Awards (x3) • 2019 & 2020

CSS WINNER • Site of the Day • 2016

COLLAB • PMA Student Competition (1st Place) • 2012

Experience

PIXEL PARLOR • Philadelphia, PA

UX DESIGN DIRECTOR • 2024–Present

- Lead and mentor a cross-functional team of 6–8 designers, developers, strategists and copywriters, setting creative direction and quality standards across all brand and web work
- Own the full delivery cycle for 10 projects a year, from scope and estimate through design, build, QA and launch
- Partner with the founder on new business, scoping and pricing engagements from \$15K to \$100K and qualifying leads in HubSpot
- Led the creative team that built Wild & Wander, the studio's digital product line for camps and auxiliary programs: drove business research, product and package specs, pricing models, brand identity, SEO and social outreach; represented the brand as a presenting sponsor at the SPARC national conference 2025 & 2026
- Rebuilt the studio's estimating tools with AI-assisted workflows, creating productized, tiered packages at multiple price points and cutting proposal writing time by 50%
- Automated intake for existing-client requests with Zapier, cutting related admin and project management time by 75%

UX PROJECT MANAGER • 2022–2024

- Ran intake, scoping, schedules and budget reporting for up to 20 concurrent web and brand projects
- Expanded website maintenance into two retainer tiers with managed hosting, studio-owned premium plugins, accessibility audits and remediation, and content support, growing annual revenue from 40 client sites by 25%
- Built the studio's first structured estimating tools, improving pricing accuracy and project profitability while reducing scope ambiguity
- Rebuilt client onboarding materials, project workflow and QA process, leading to faster deliverables, fewer revision rounds and on-time launches
- Served as primary client contact and trusted advisor, translating client goals into clear requirements for designers and developers

SENIOR INTERACTIVE DESIGNER • 2017–2022

- Designed information architecture, UX/UI and prototypes for 40+ websites; led client presentations and art direction
- Built and maintained sites in WordPress, Webflow, Shopify and Squarespace, and mentored junior designers

FZ CREATIVE • Yardley, PA

ART DIRECTOR & FRONT-END DEVELOPER • 2013–2017

- Designed logos, brand rollouts, illustration, apparel and print materials for local businesses and Floodzone, FZ's in-house apparel line.
- Logo design, brand rollout, illustration, apparel and print materials for local businesses and Floodzone; FZ's in-house apparel line.