

Dec 5, 2022 · 4 min read



Wix Partner website designs that stood out in 2022

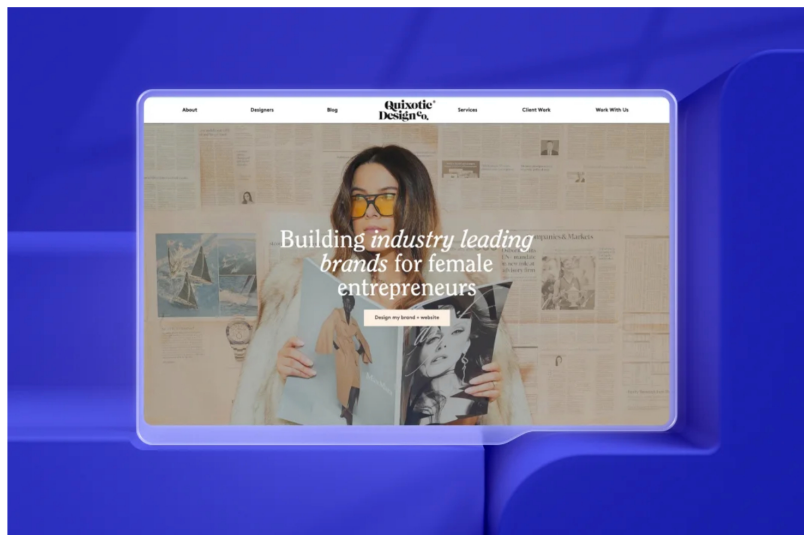
Updated: Dec 13, 2022



It can be hard to make your mark, but these sites rose to the occasion with modern, effective designs that capture customers' attention in a crowded digital landscape.

To honor our Partners and offer some inspiration to the rest of our community, we've selected 10 of our favorite client sites below. Take a look, and consider how you might opt to bake in some of these design elements into the websites your agency builds.

1. [Quixotic Design Co.](#)'s handmade aesthetic makes for a friendlier about page



Wix's Editor X blog, [Shaping Design](#), established the handmade aesthetic as one of [2022's trends of the year](#). Quixotic Design Co. breathes life into this trend with polaroid pictures and cutouts of their employees.

Paired with a dynamic scrolling experience on their about page that draws attention to these elements, the site feels like a great unveiling that starts with a message to the women entrepreneurs the brand works with, and works its way down to the team's qualifications and experience.

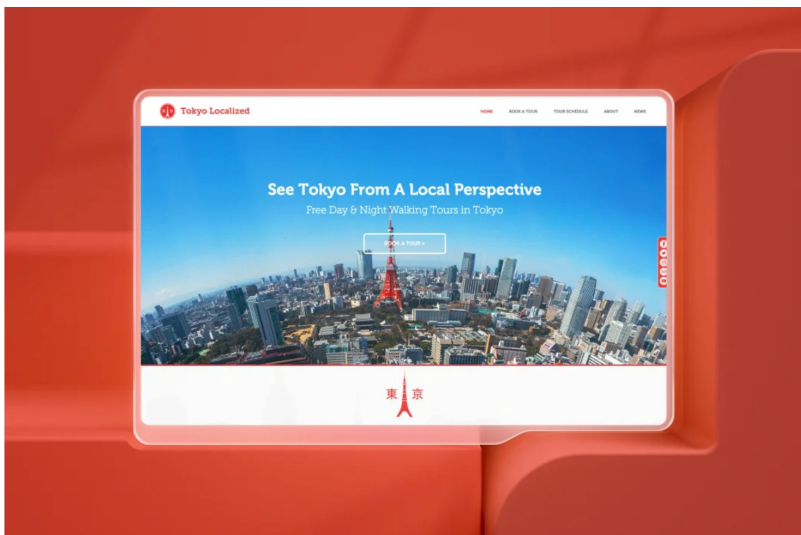
2. [SLiIDE](#) brings [L'Heure du Singe's](#) website to life with parallax scrolling



SLiIDE's web design for their client, L'Heure du Singe, is a gorgeous example of how parallax can bring a website to life. As you scroll down, you get the feeling that you're submerging into unknown depths: a journey that starts in an urban jungle and plunges into a party video, followed by a dynamic grid of various cocktails and a collection of upcoming DJ sets visualized as monkeys.

The design captures the essence of L'Heure du Singe's brand, and it comes alive with the power of scrolling. The fixed background and blurred foreground add a sense of dimension to the website, encouraging users to scroll down to learn more about the cocktail bar.

3. [Hausman Graphics](#) keeps it clean above the fold for client [Tokyo Localized](#)



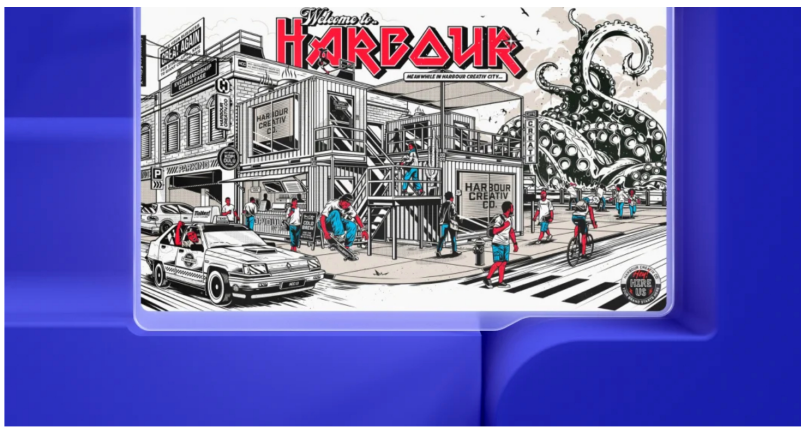
Flying to Japan? Looking to book a tour? Tokyo Localized lets you book one in just a few clicks.

What makes this site successful is the way it keeps things clean above the fold. By honing in on the main function of the site, Wix Partner Hasuman Graphics draws attention to the main call to action and ensures users can achieve their goal promptly.

"Clients are more aware of things like SEO and loading speeds so you no longer need to persuade them that having 100 pages on their website is not a good thing," says Hausman. "And you don't need to persuade them to keep things clean above the fold."

4. [Harbour Creativ](#) brings a drawn aesthetic to the digital world

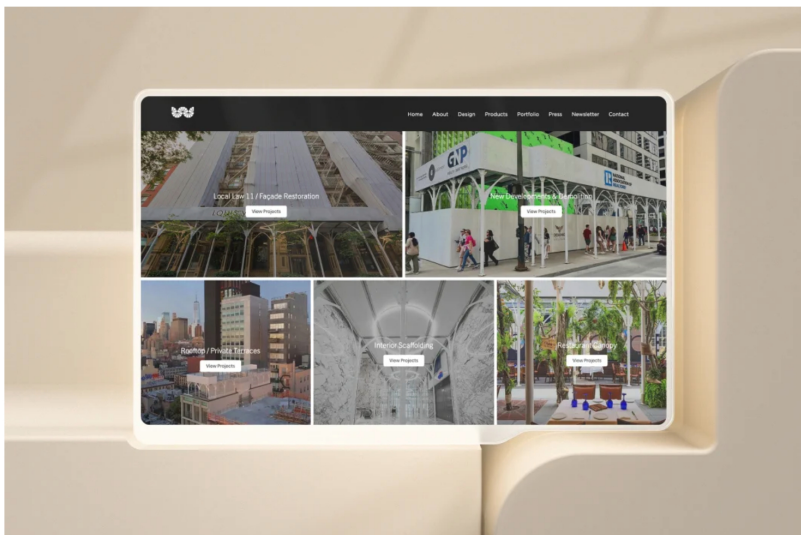




Harbour Creativ leans into its superpower on its own website: illustration. It's the perfect example of an agency owning their unique strengths and showcasing them on their very own homepage. An inspired mix of web design and stylized drawings, the company's slogan is "bad branding is a villainous crime."

If that's the case then Harbour Creativ is a saint. Their illustration, brand identity and UI/UX capabilities are unparalleled. This truth is visually communicated without having to directly express it, a testament to the power and effectiveness of unique branded graphics.

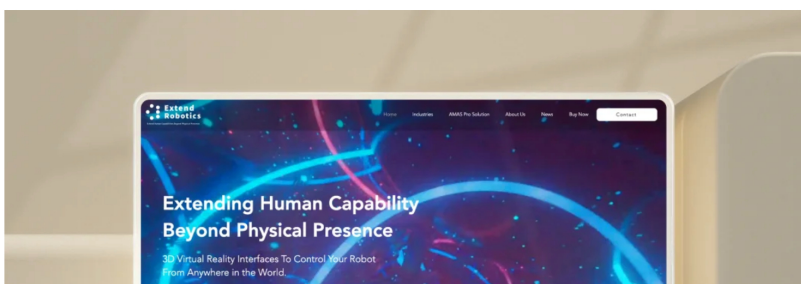
5. [Piranha](#) used architectural compositions to match [Urban Umbrella's](#) website with their product

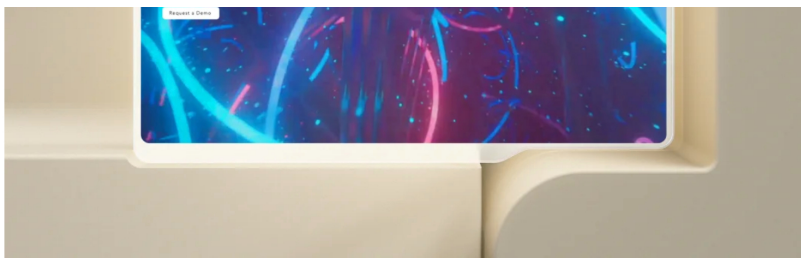


If you're going to build a website about a scaffold innovation, it needs to be as neat, clean and structured as the product it promotes. Thanks to Piranha, a creative strategy agency that takes on ambitious projects across many industries, that's very much the case with Urban Umbrella's website. A neat grid composition puts the high quality videos and photos of the product front and center.

Partners with clients in urban industries take notice: elegance in simplicity is best achieved by showing not telling. As the adage goes, "an image is worth a thousand words."

6. [AST & Partners](#) chose a polished design for their client [Extend Robotics](#)

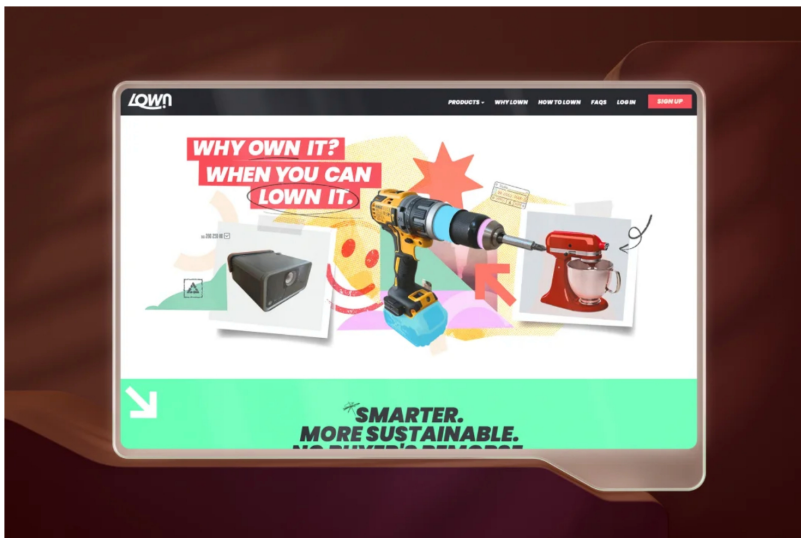




“Clients are asking for a more simple, more timeless type of design, with minimum load,” says Andrei Stoica, founder at AST & Partners. “I think everybody wants something sleek, something clean, that’s really important.”

This polished aesthetic works best with tech clients that need to humanize their look and feel. It’s a safe approach for the long-term: black, white and greys never go out of style.

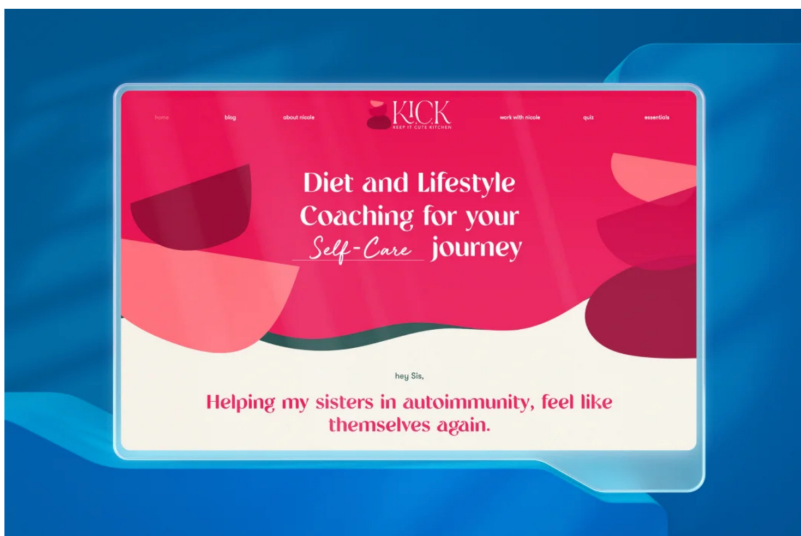
7. [Hey! What?](#) makes [Lown](#)’s site pop with three-dimensional elements



Hey! What? adds a ton of flair to their client Lown’s website with cut out images of products featured on their platform in a pop-art style.

More broadly, websites like this that feature product shots on different layers from the rest of the site signify a return to 3D. It’s a great way to draw attention to certain elements on a web page, and adds dimensionality and realism to sites.

8. [Lumo Design Studio](#) keeps it cut for [KeepItCutKitchen.com](#) with branded shapes and colors



The nutritional coaching space is rife with competition, so how do you differentiate your client’s business from the rest of the pack? KeepItCutKitchen leaned into branded shapes and colors, and a minimalist design to create a unique and memorable experience for their clients.

snaps (one-of-a-kind snaps used for differentiation) and alliteration to make their mark.

Repeating these shapes across the website reinforces the branding, and paired with various shades of reds and pinks, Lumo Design Studio has created a website that's memorable yet straightforward.

Related: [Check out Wix's new shape dividers](#) to create unique, fluid transitions between strips to personalize your layout and create eye-catching pages.

9. [Mixed Handed Branding](#) integrates video on [SoDown Wine Co.](#) website

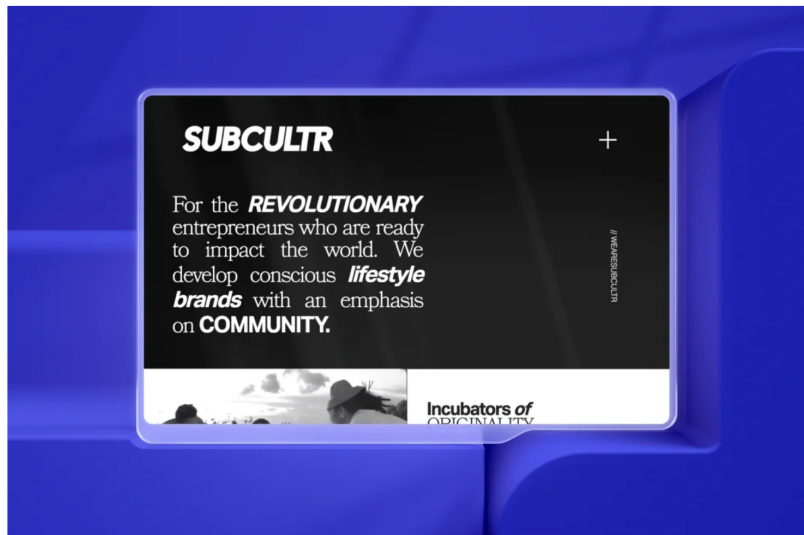


"The biggest trend I'm seeing is video and having more video capabilities across the board, whether that's video on websites, or just looped MP4s," says Robert Reilly, founder at Mixed Handed Branding.

That's why the agency combines animated images, videos and parallax scrolling on their client SoDown Wine Co.'s website for a fun and unique multimedia experience.

"One big area we're moving towards is using more videos – not necessarily as a core function, but through partnerships with video production specialists. This way we can incorporate more video into our web designs, like using short animations."

10. [Subcultr](#) leads with insights



Subcultr, a creative agency that develops consciously bold lifestyle brands built on genuine connections and relationships, has a particularly interesting website thanks to their fonts and graphic selection. Instead of prioritizing fancy graphics, the designers opted to highlight key concepts with a variety of text styles.

As web design grows increasingly varied, Subcultr's website reminds us that sometimes less is more. When done well, text-centric websites can be an effective and timeless way

less is more. When done well, text content features can be an effective and timeless way to express your values.

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