



Think differently, find your voice, and bring big ideas to life. We're a strategic communications, learning, and creative design studio with a bias for social change. We work with exciting organizations and entrepreneurs who have uncommon courage and the audacity to insist on ushering a better future for all.

Embark on a creative journey with us.



www.fluytdesign.com

FLUYT is a strategic communication, learning and creative design studio—providing client-centered consulting services for public sector institutions, international organizations, non-profits and businesses.

Our core consulting team has sound professional expertise, with over 15 years of work in several countries and contexts.

Our approach is simple, yet effective, delivering insightful, change-making and simple solutions to a wide array of communications and design challenges.





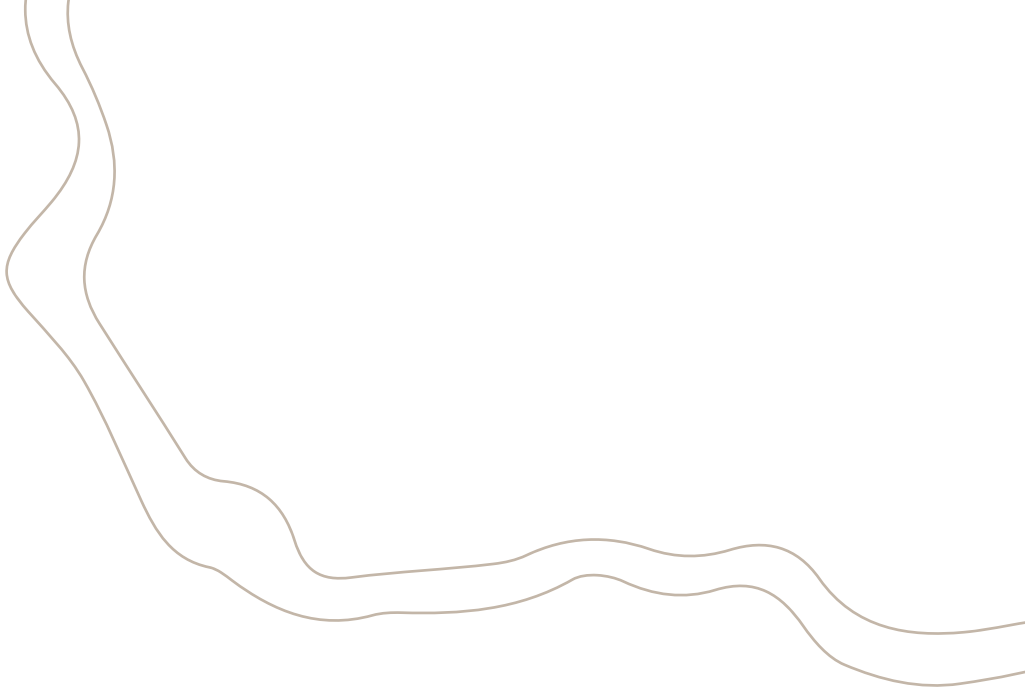
Legacy

Life is about the journey, not the destination.

We believe the same goes for making an impact.

Our creative design studio, FLUYT, was founded in 2015. Our name was inspired by the “fluyt” -- one of the most successful innovations disrupting international trade and travel in the 17th century. Designed for efficient transoceanic transport with maximum capacity and optimal crew size, the fluyt’s speed, low cost and top-notch design allowed the Dutch East India Company to conquer world trade and outpace its competitors.

What was the secret behind the fluyt’s invention? Collaboration. The fluyt’s design grew out of close cooperation between merchants, sailors and guilds who shared their mutual knowledge and experience to change the game.



Today, we reflect on the science, art and practice of our own craft and continue to draw essential lessons from these 17th century innovators. Our design studio is founded on the principles of agility, elegant and functional design, knowledge-sharing, and performance. We partner with change-makers and leaders to shape brands, initiatives and campaigns in the global health, education, technology, philanthropy and social impact sectors. We are curious, bold, and persistent in finding the best solutions to making a positive and lasting impact in our world.

We would be happy to join you as you embark on your creative journey.



We do our homework

Our strategies and tactics are rooted in evidence, leveraging contemporary communication frameworks and behavioral insights.

The
F L U Y T
_____ way

We are small and that’s good

As a small, woman-owned business, we build meaningful relationships based on mutual respect, knowledge sharing, and shared value.

We’ll speak your language

Understanding your industry, competitive landscape, and culture is our priority. We adapt quickly, ensuring we communicate in a way that resonates with you and your audience.

We make it work

Our design solutions are crafted to be functional, visually striking, and perfectly aligned with your goals. We avoid clichés and aim for work that stands out and leaves a great impression.

We never miss a deadline

Deadlines matter, and we meet them—every single time.



Services

Our clients often tell us that they choose to work with us not only because of what we do, but how we do it. Throughout each project, clients become true collaborators. Our shared curiosity, drive, and imagination get us to a common goal: Creating projects that matter.

From strategy, to content creation, and everything in between, we've got you covered.

STRATEGY

- Communication Strategy
- Brand Strategy
- UX Design and Strategy
- Copywriting
- UX Copy

VISUAL & BRAND

- Branding
- Web Design
- Graphic Design
- Illustration

MULTIMEDIA

- Animation
- Podcast
- E-learning





Global change-makers
trust us with their brands



CHANGEABLE



KraftHeinz



Sectors: Global Health | Education | Technology | Philanthropy | Social Impact



Liliana Parra

**Founder
and Strategist**

MA communications.
The Johns Hopkins University.



Nicolás Espejo

Creative Director

Advertising.
Jorge Tadeo Lozano
University.

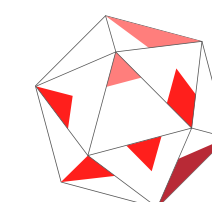


Germán Espejo

**Communications
Specialist**

Communications and Journalism.
Javeriana University.

STRATEGY TEAM



FLUYT



Carlos Ribero

Creative Director

Marketing and Advertising
Santander University.



Ma. Camila Farfán

Art Director

Industrial Design.
Javeriana University.



Felipe Bohórquez

Motion Designer

Graphic Design.
Jorge Tadeo Lozano University.



Susana Díaz

**Graphic Designer
and Illustrator**

Visual Arts.
Javeriana University.



Gabriel Pérez

Web Developer

Graphic Design.
University of Nariño.

DESIGN TEAM



Audio and Sound Design Partners

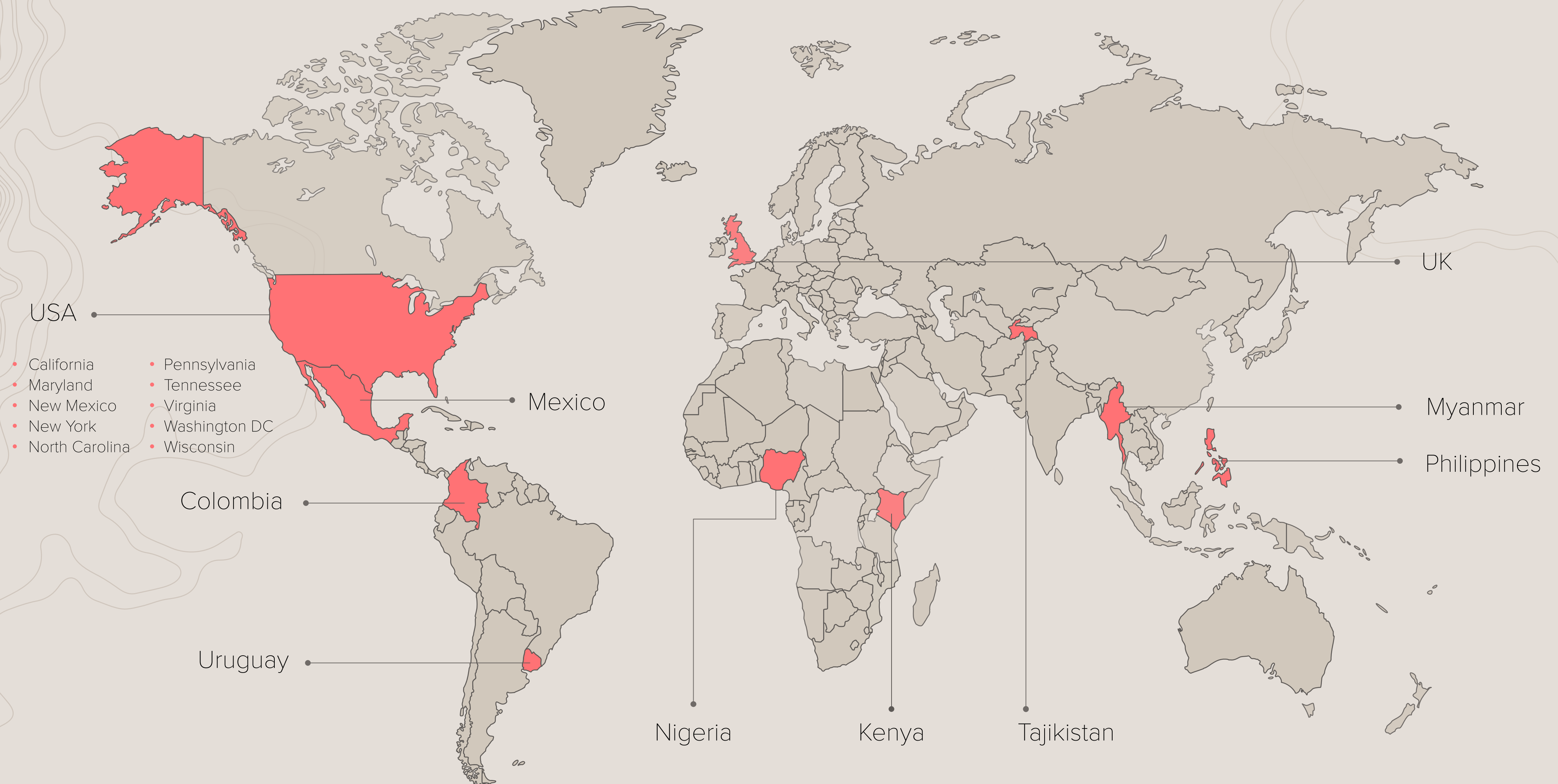


Customer Relations Partner

PARTNERS



Countries and US States we have worked in



Testimonials

“

I have been working with Fluyt for more than three years and they are phenomenal business partners. As we've evolved, Fluyt has evolved with us. They are an extension of our team in so many ways, making informed recommendations that are thoughtful and always in line with who we are as a company. We are thrilled to have Fluyt at our side!

Alexa Frincu

CAD/CAM Engineer |
Kraft Heinz Company

KraftHeinz

“

I have been working with Fluyt for more than three years and they are phenomenal business partners. As we've evolved, Fluyt has evolved with us. They are an extension of our team in so many ways, making informed recommendations that are thoughtful and always in line with who we are as a company. We are thrilled to have Fluyt at our side!

Donna Sherard

Owner and principal
www.changeableworld.com

CHANGEABLE

“

Fluyt has provided design support for a variety of corporate/marketing, project, and technical documents. I have found the aesthetic of Fluyt's work products to be excitingly and refreshingly current and, in my position as their liaison, I have received numerous compliments on Fluyt's design work.

Amy Agarwal

Senior Editor
www.engenderhealth.org


EngenderHealth

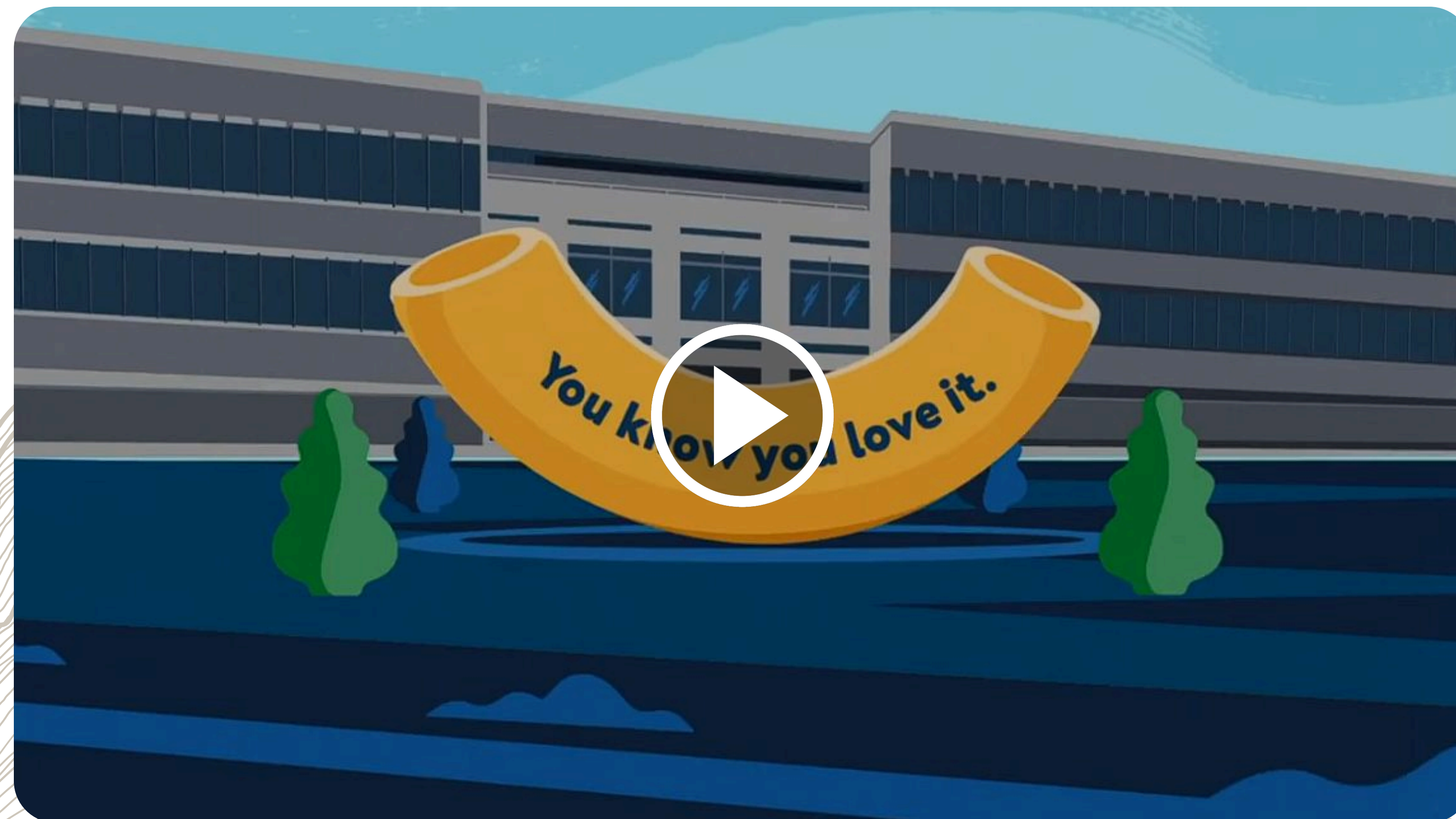


FLUYT



S H O W D O N ' T T E L L

Motion Graphics & Character Animation



Watch video



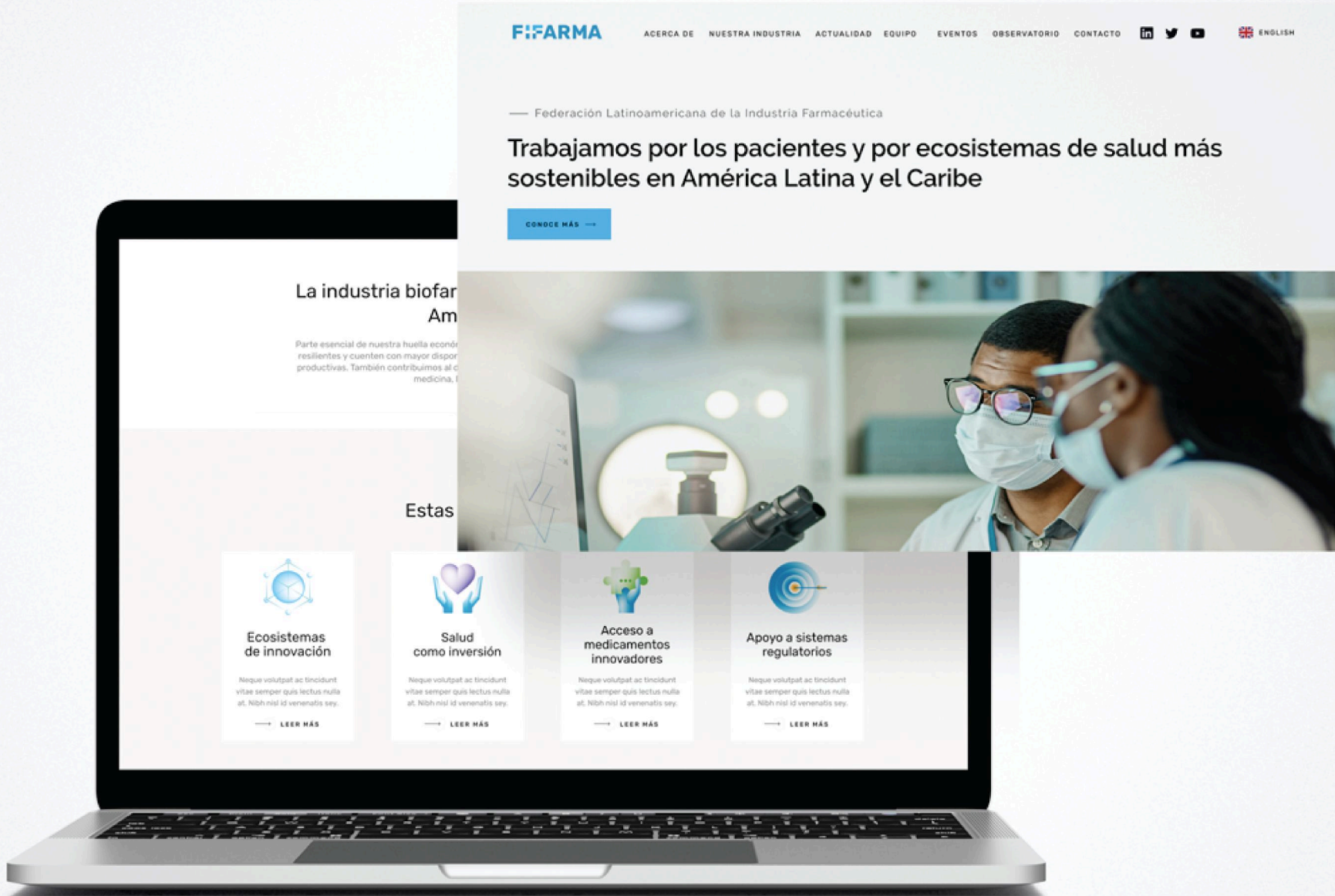
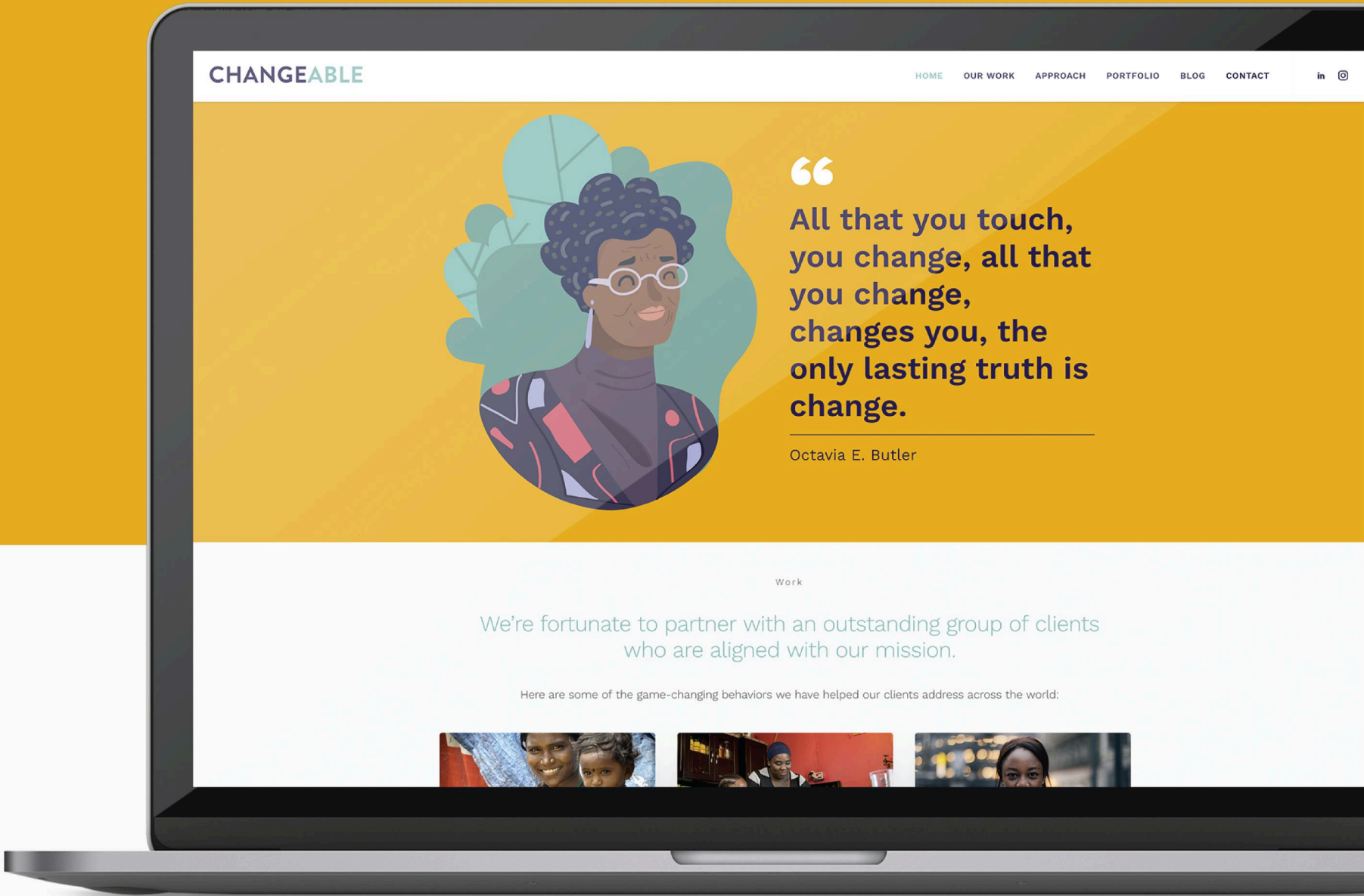
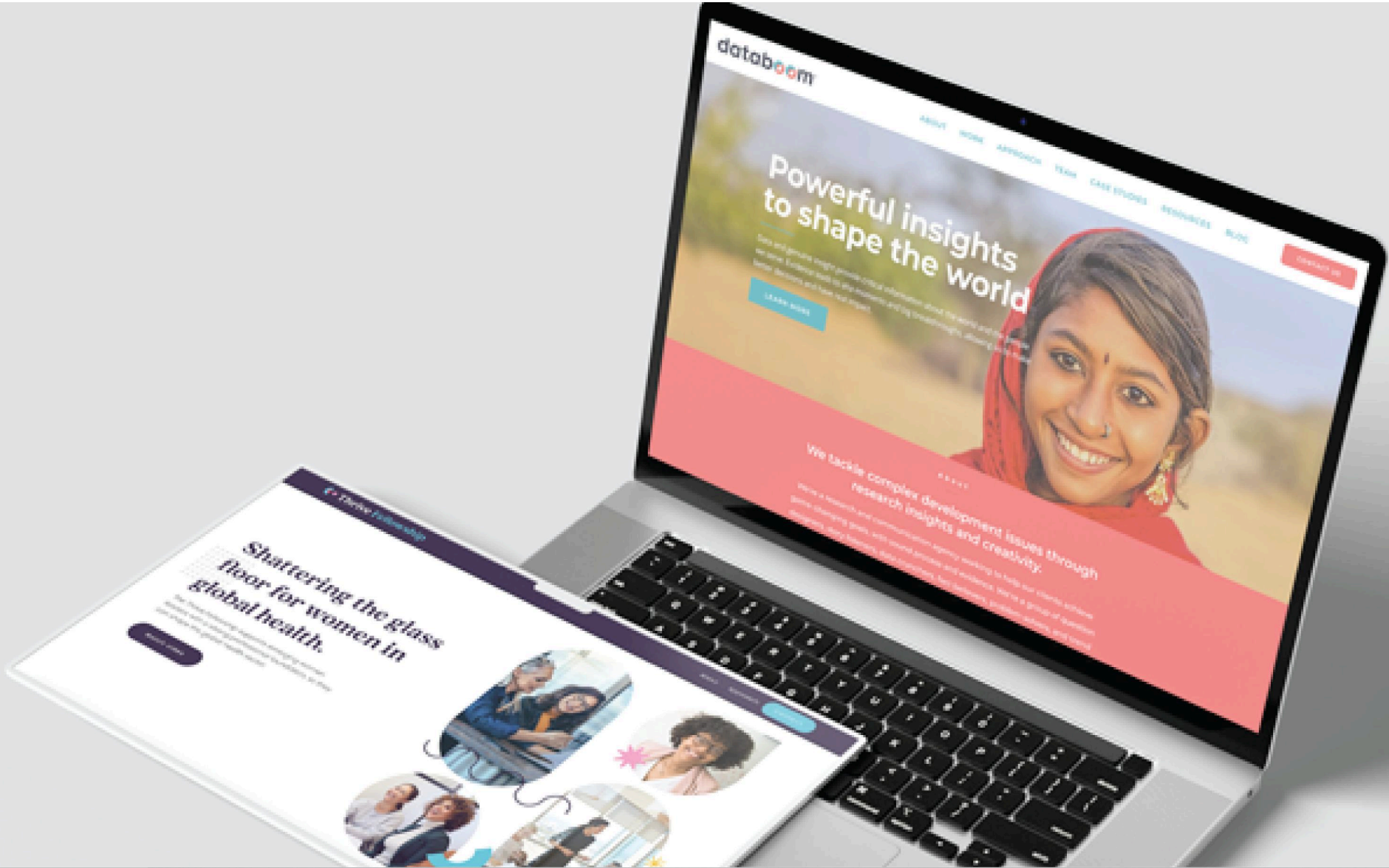
Branding

AFIDRO - ECC - EngenderHealth



Web Design

FIFARMA - Changeable - Databoom



Internal Communications

Workday



Illustration Samples



Illustration

International Rescue Committee



Adam's Journey of Learning The Ahlan Simsim Remote Early Learning Program



رحلة آدم في التعلّم
أنشطة التعلّم المبكر عن بُعد
لبرنامج "أهلاً سمسم"



هذه قصة آدم الذي أُجبر على ترك
بيته بسبب الأزمات والنزاعات.

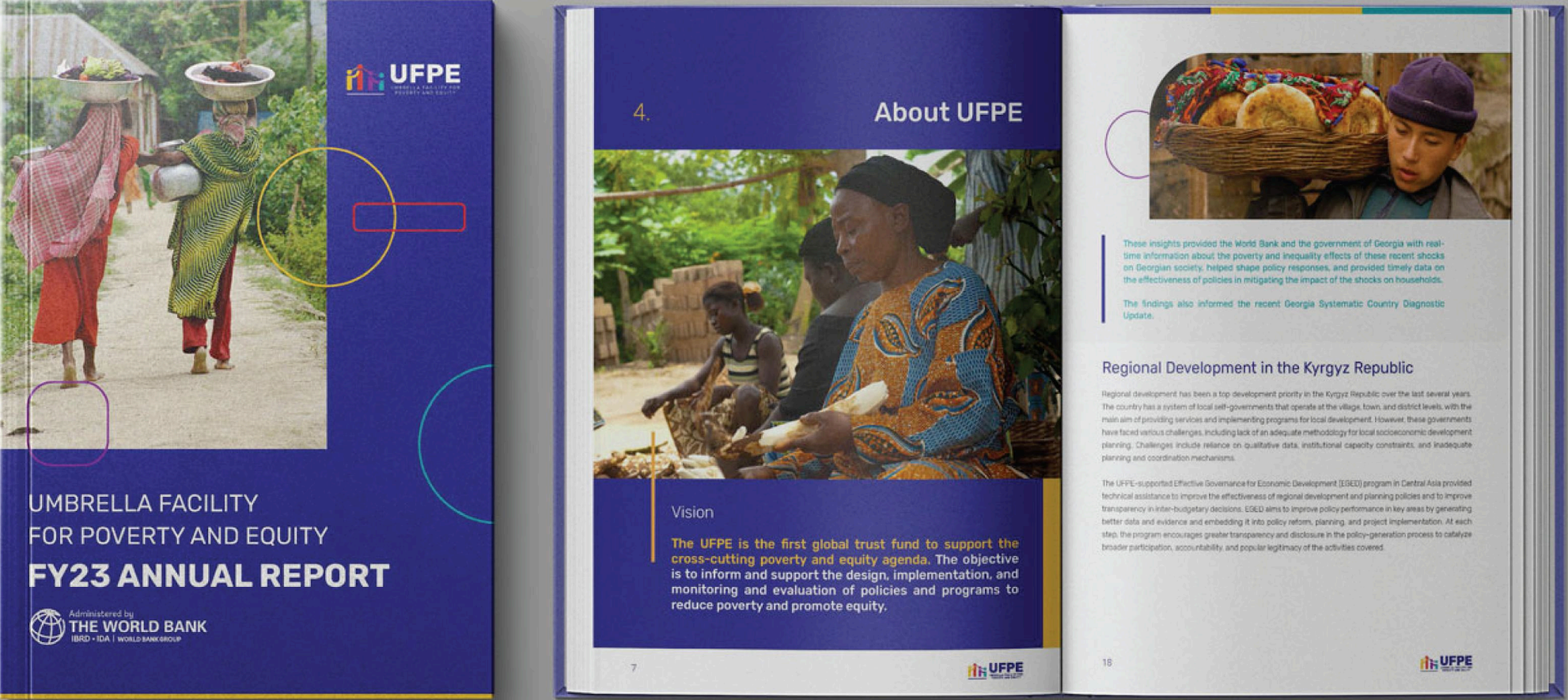


آدم يحبّ التعلّم واللعب، ولكنه غير قادر
على الالتحاق بالتعليم ما قبل الابتدائي.



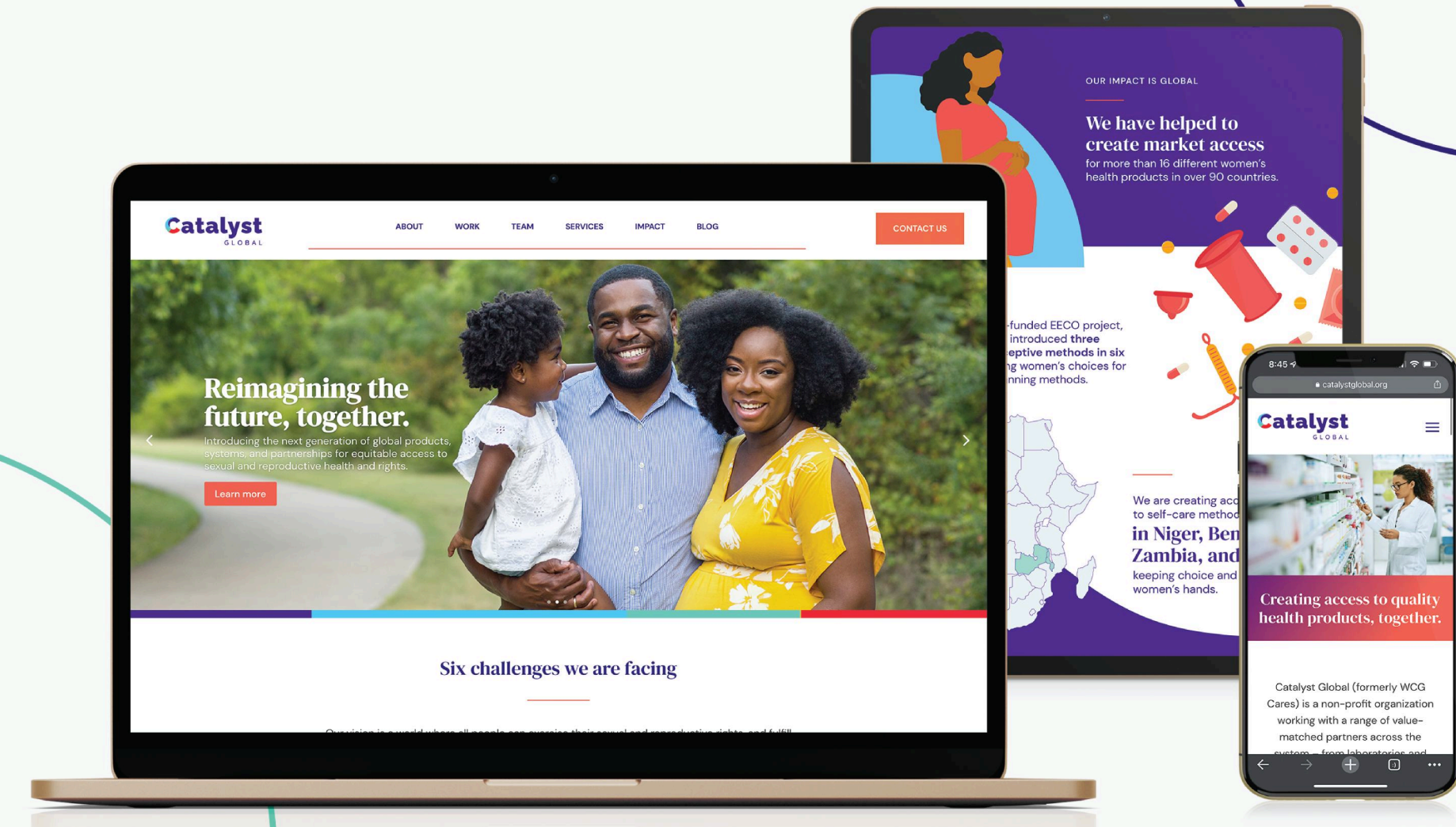
Editorial Design

World Bank - International Rescue Committee



Brand Strategy

Catalyst Global



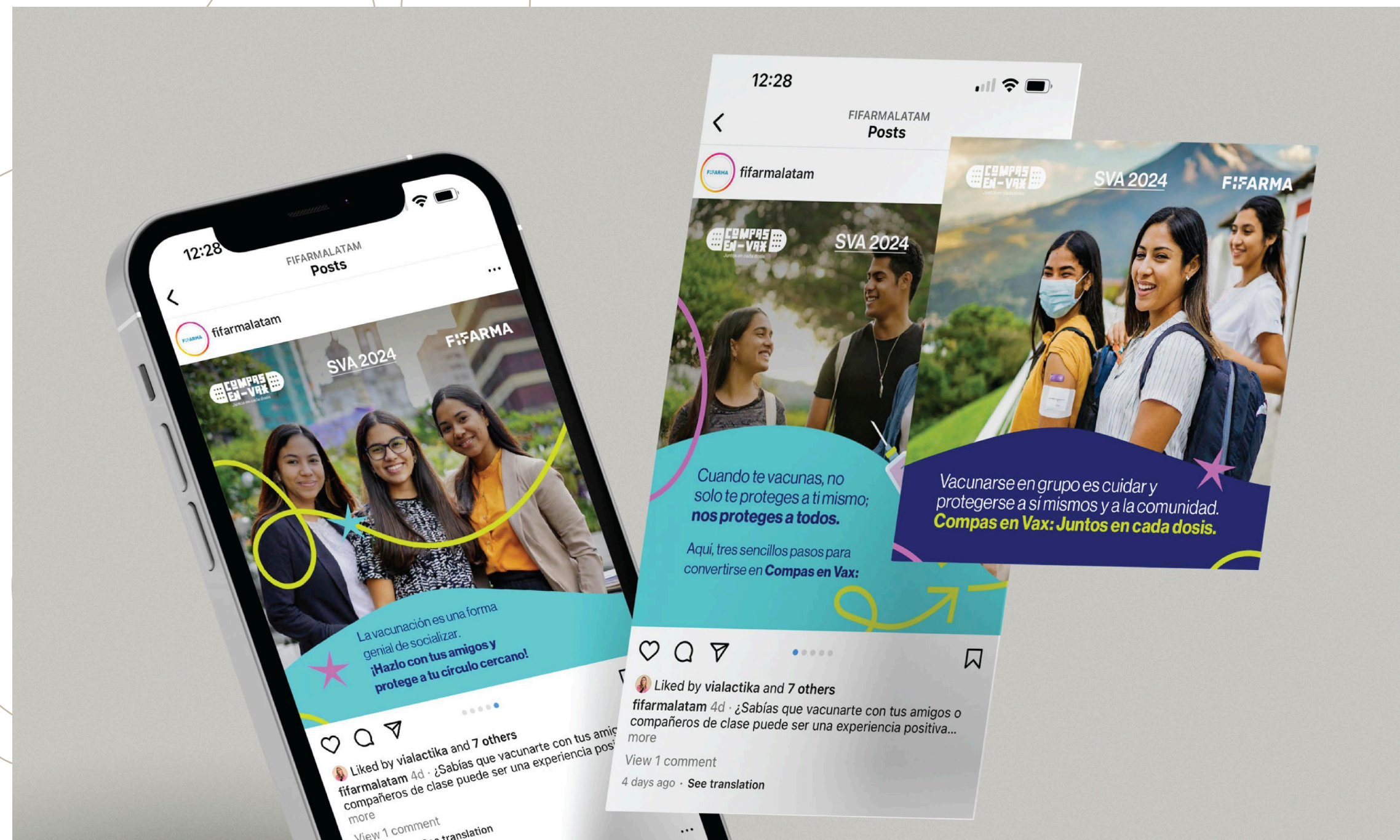
Brand Strategy

EngenderHealth



Brand Strategy

FIFARMA



Behavior Change Communication Campaign

USAID Tajikistan



**Ask me
where to find
nutrient dense
food for
your Kulcha**



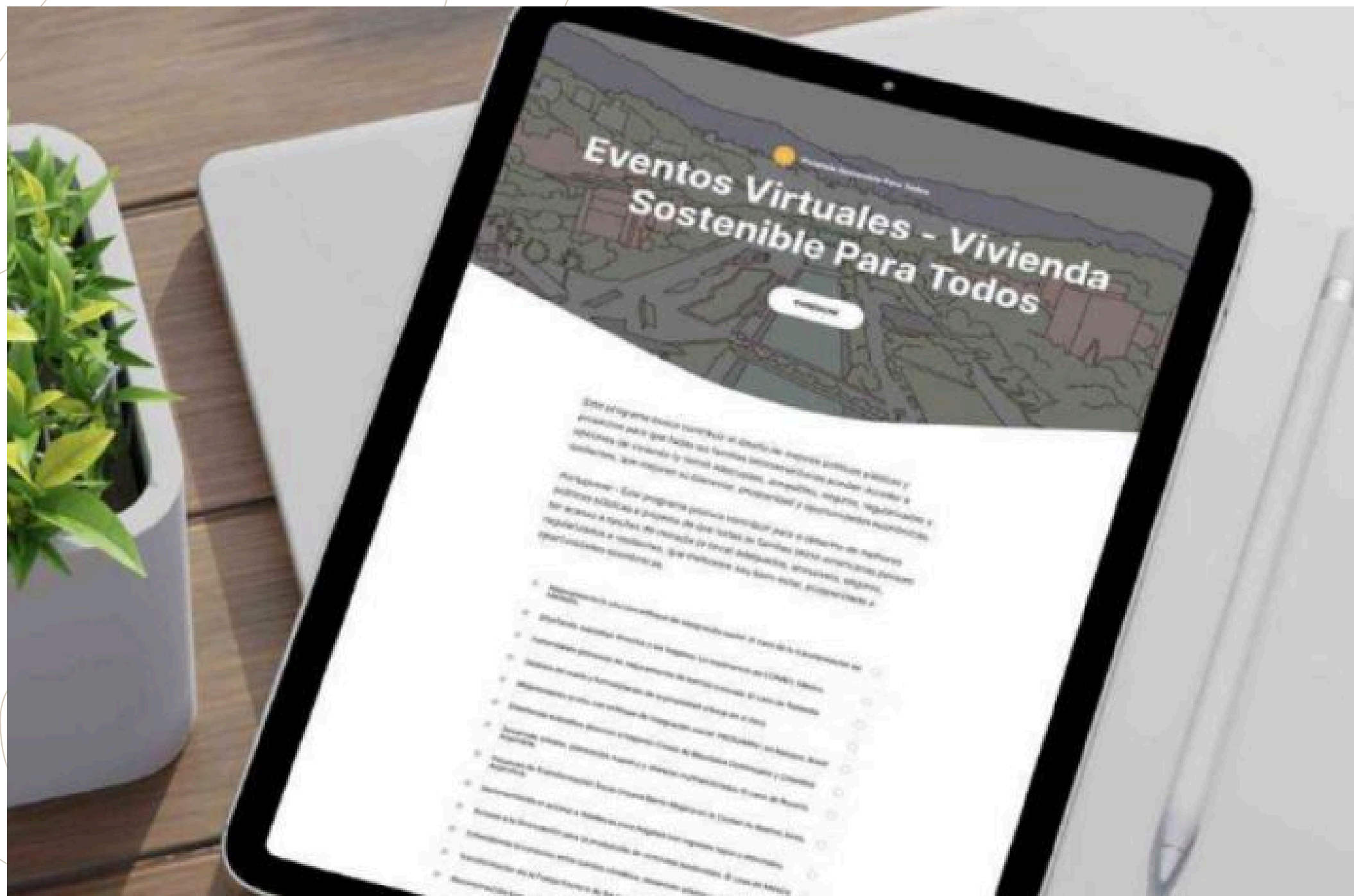
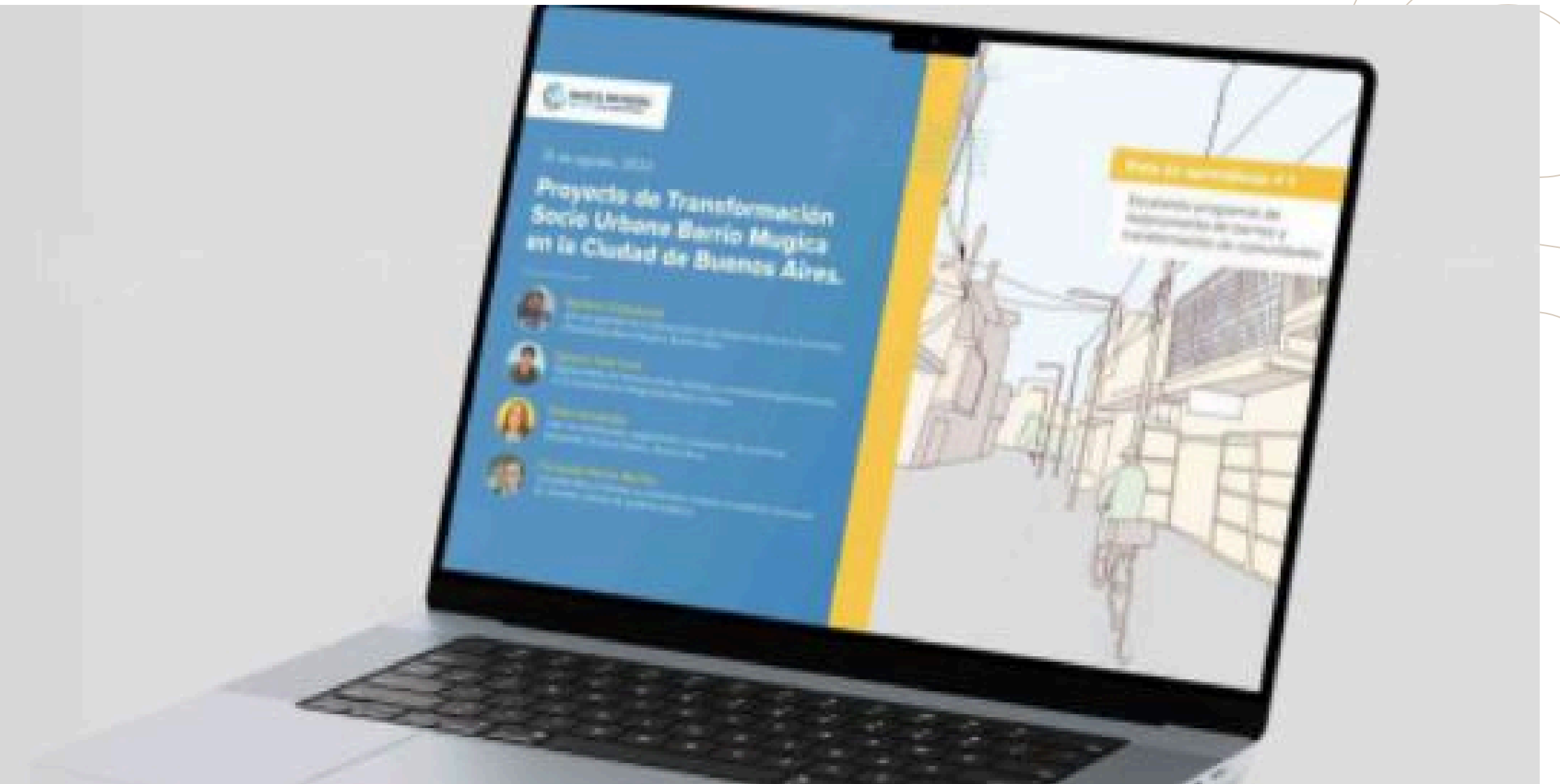
Healthy Kulchas thrive here!

Feed pregnant moms and babies
healthy foods to ensure your child
reaches their full potential!



E-Learning

FIFARMA - World Bank Group



E-Learning

KraftHeinz Company

Engineering of the Future (EoF)

0% COMPLETE

- 1. 360 Scanning - NavVis platform
- 2. Equipment Specification Development Program
- 3. Equipment Supplier Development Program
- 4. Conceptual Layout Development Program
- 5. Summary
- 6. Quiz

OPERATIONAL
CONSISTENCY

IMPROVED
EQUIPMENT
QUALITY

FUTURE-
READINESS

SUSTAINABILITY
ALIGNMENT

RISK

- Consistent specifications across facilities ensure uniformity in production quality and processes, irrespective of geographic location.
- Facilitates easier training and knowledge transfer for operators and technical staff.




Global Specification Program standardizes equipment specs across all zones, and they are mandatory to be used on all projects, where applicable.

KHMS Leadership Expectations of a Plant Manager

0% COMPLETE

- You Are the Conductor
- Leading Through the Ownership Concept
- Operate With Empathy and Care
- Moving With Speed and Agility
- Growing People to Their Full Potential
- Knowledge Check
- Summary



Plant Managers play a key role that drives success at Kraft Heinz and continuous improvement on the plant floor.

The combination of your leadership and implementation of the KHMS methodology brings to life our Value, "We dare to do better every day."

Flavio Torres, EVP & Global Chief Supply Chain Officer

Our Leadership Principles

Our Kraft Heinz Leadership Principles help us speak with one voice about **how we WIN**. They give us a roadmap on how we will deliver results, become strong leaders, and activate our Values.

Select each card to review our Leadership Principles.

W

Inspire Excellence

- Simplify the complex.
- Move with speed and agility.
- Model lifelong learning, curiosity, and creativity.

N

+ Create New

All Content

Shared With Me

My Shortcuts

ART-1603735


Private

Team

External Connections

TicTac Learn Germany

All Content




LP

Liliana Parra

Logistics Safety - Loading & Unloading

Course · 6 Lessons

Updated at Sep 11, 2025




LP

Liliana Parra

New Manager Training

Course · 14 Lessons

Updated at Sep 5, 2025



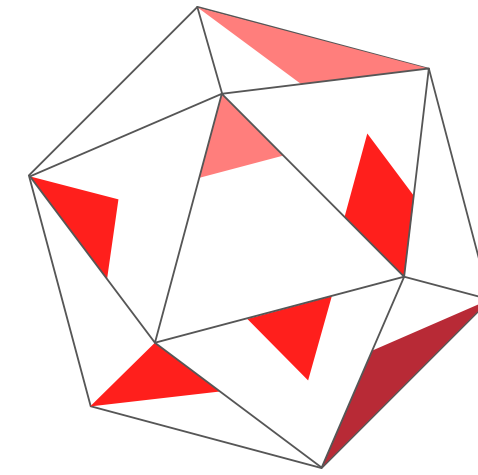
LP

Liliana Parra

Engineering of the Future (EoF)

Course · 6 Lessons

Updated at Sep 4, 2025



FLUYT

Embark on a creative journey with us



| hello@fluyt.org



| www.fluytdesign.com



| www.linkedin.com/company/fluytdesign/



| 1058 Anchors Bend Way
Wilmington NC 28411