



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.**



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.



FLUYT

## **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

---



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**



**FLUYT**



Audio and Sound Design  
Partners



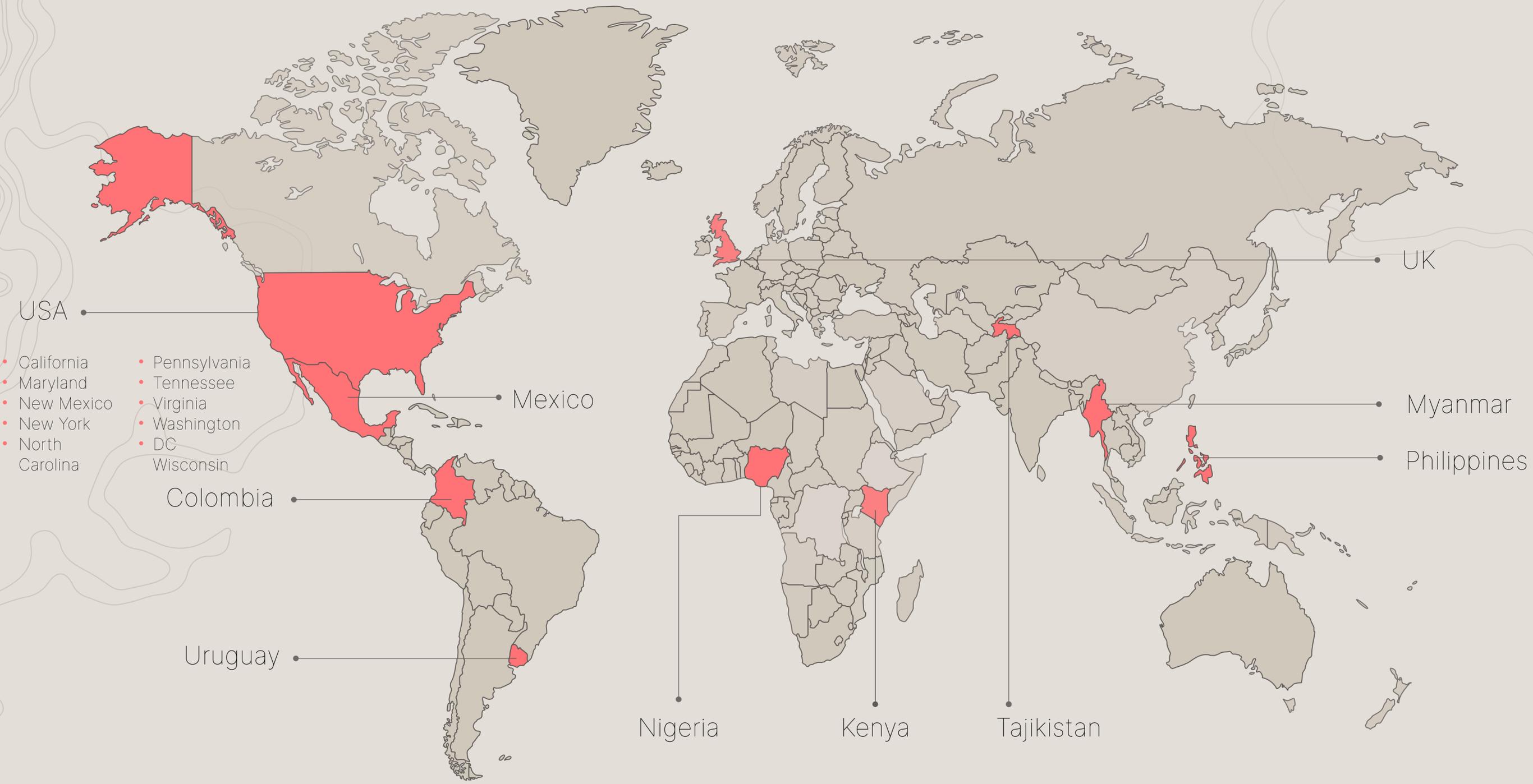
Customer Relations Partner

PARTNERS



FLUYT

# 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](http://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](http://www.engenderhealth.org)



EngenderHealth



FLUYT



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

# Motion Graphics & Character Animation

---



Watch video



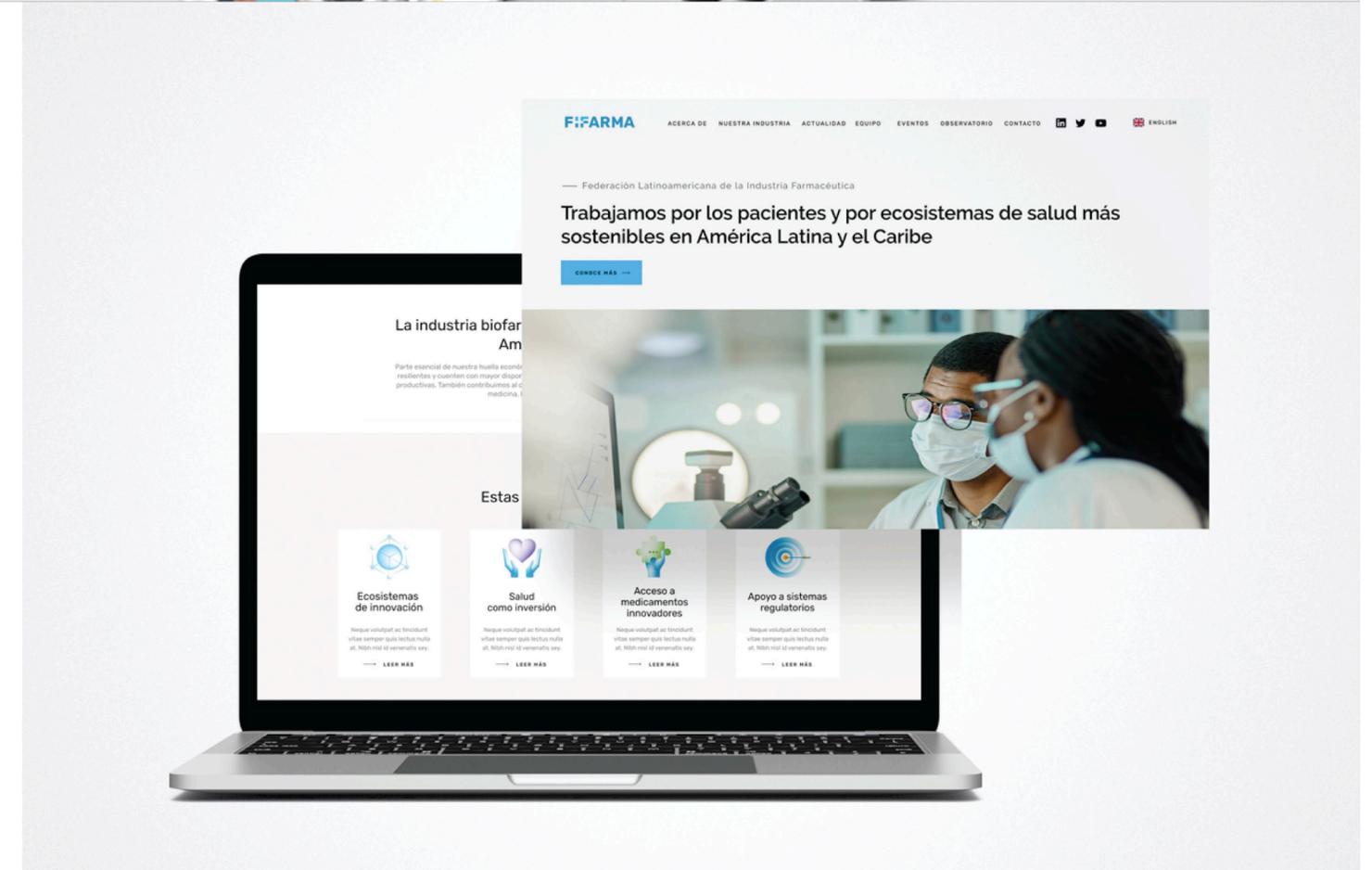
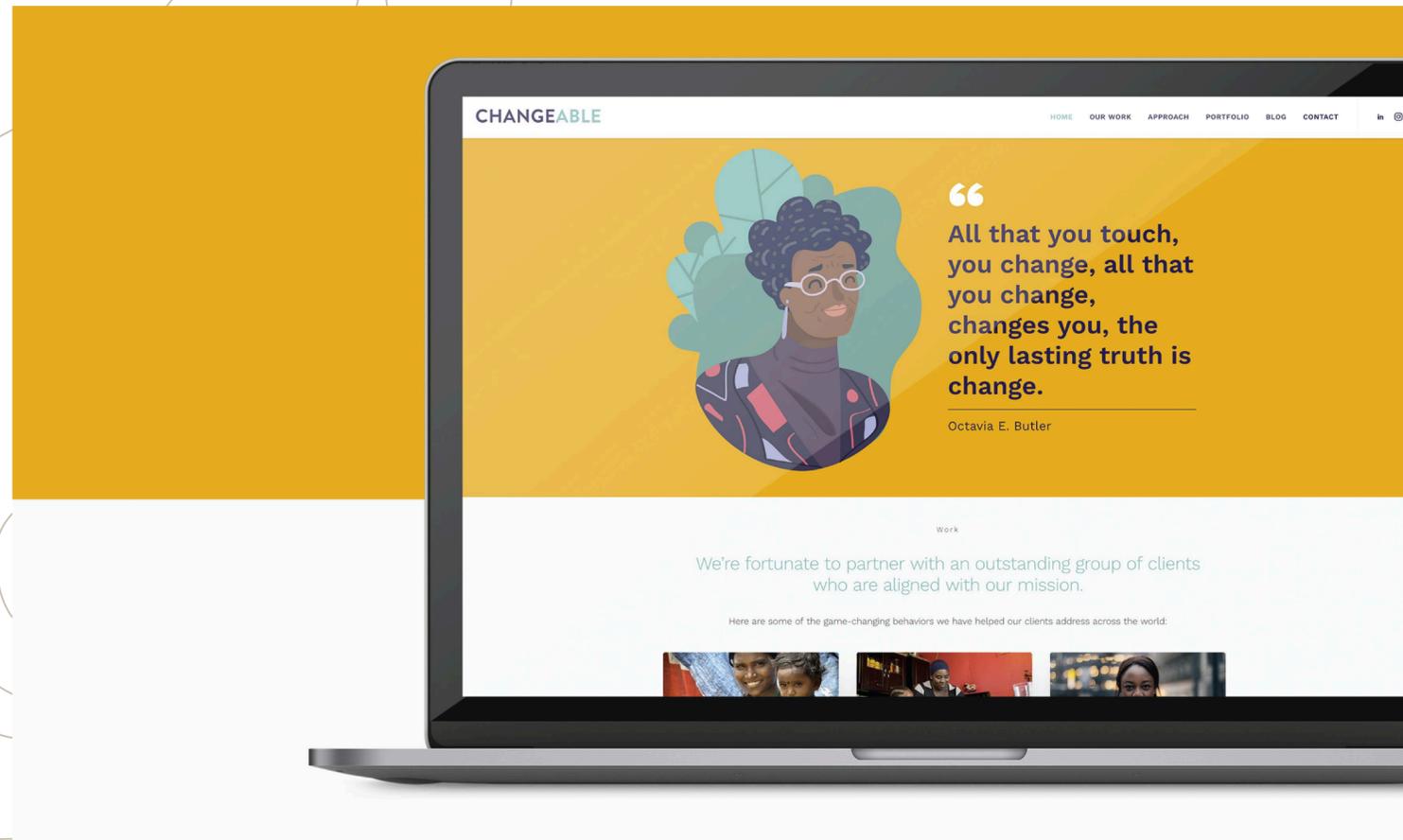
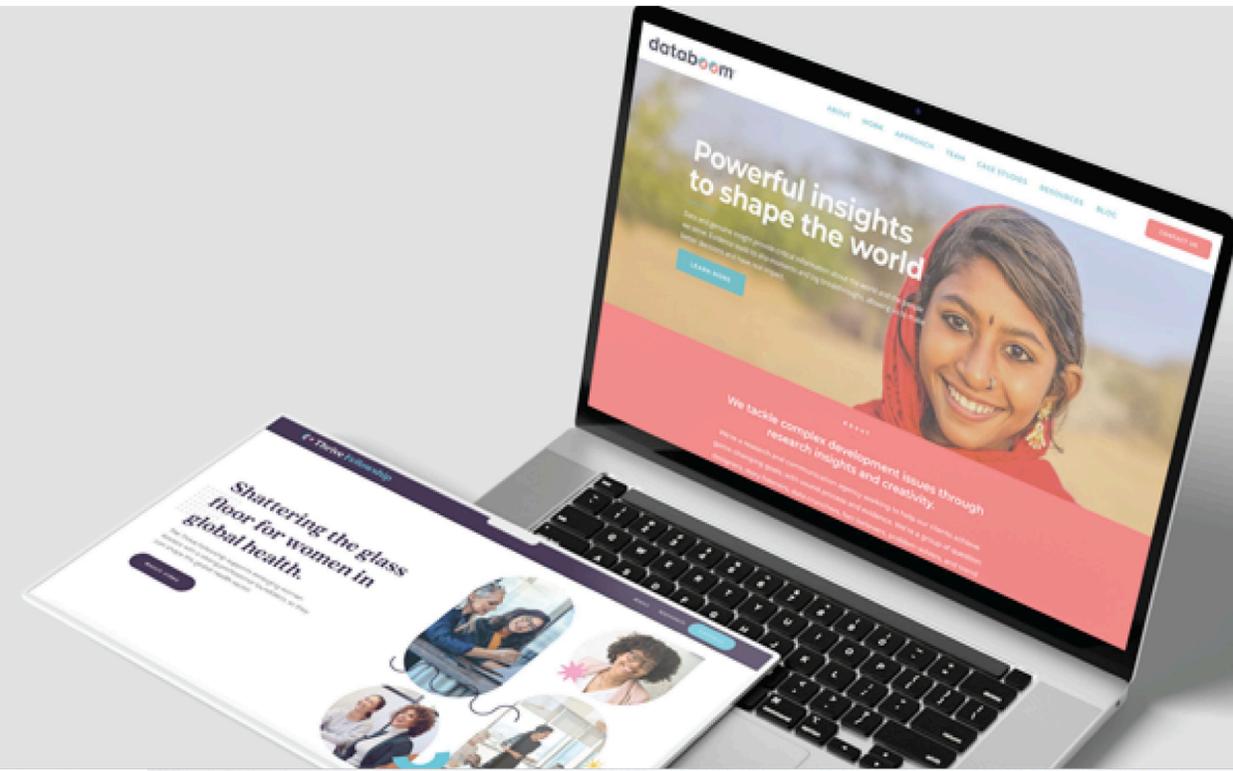
# Branding

AFIDRO - ECC - EngenderHealth



# Web Design

FIFARMA - Changeable - Databoom

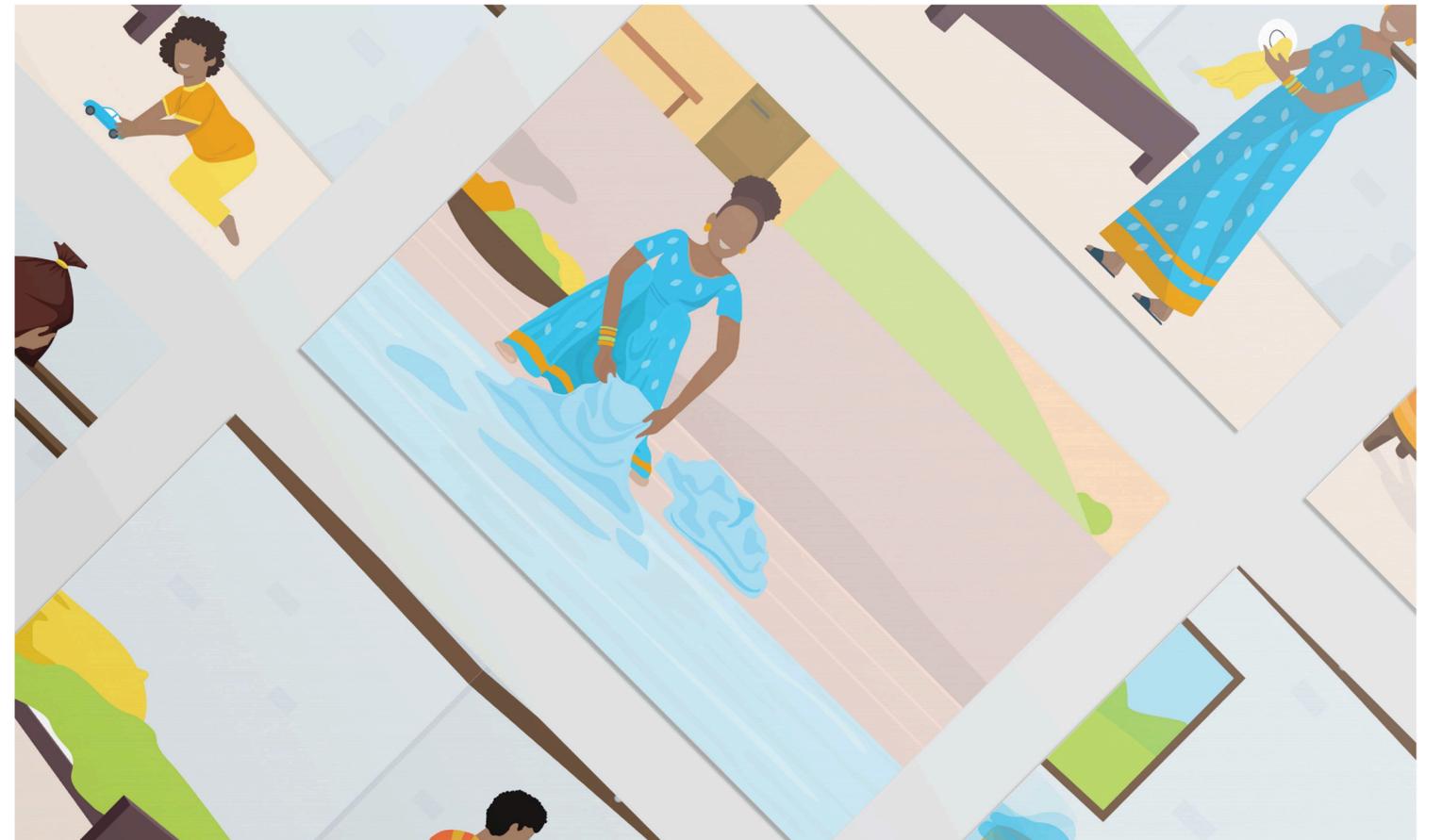


# Internal Communications

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.

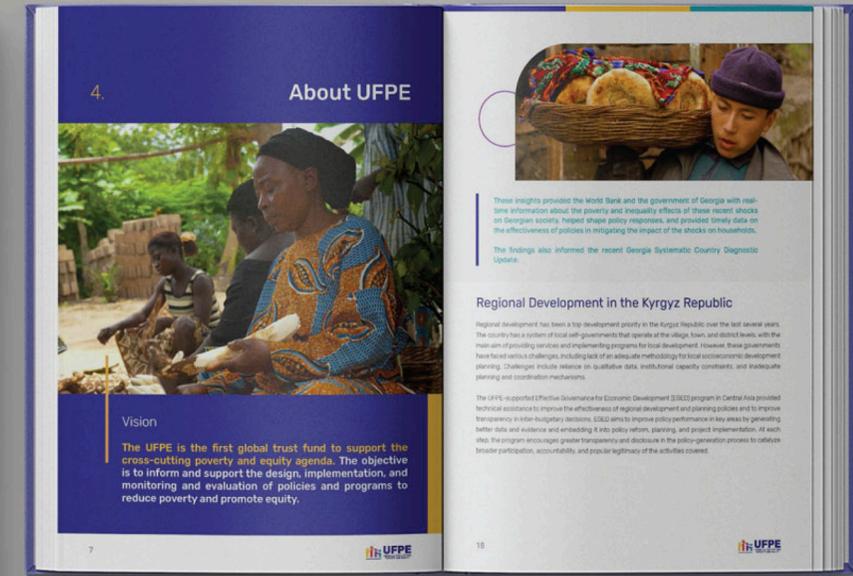
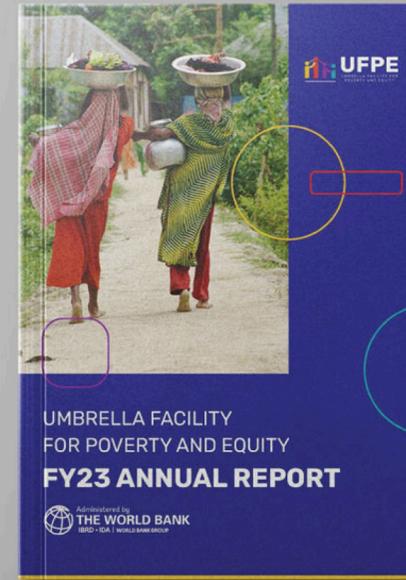


آدم يحبّ التعلّم واللعب، ولكنه غير قادر  
على الالتحاق بالتعليم ما قبل الابتدائي.



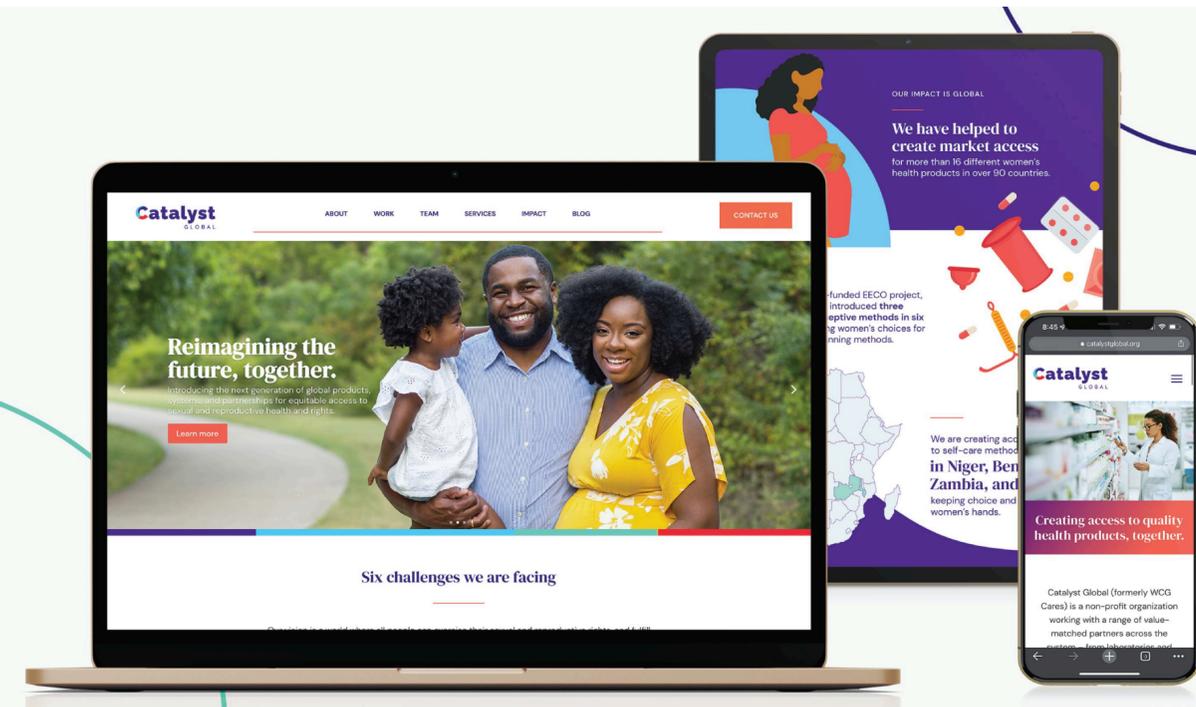
# Editorial Design

World Bank - International Rescue Committee



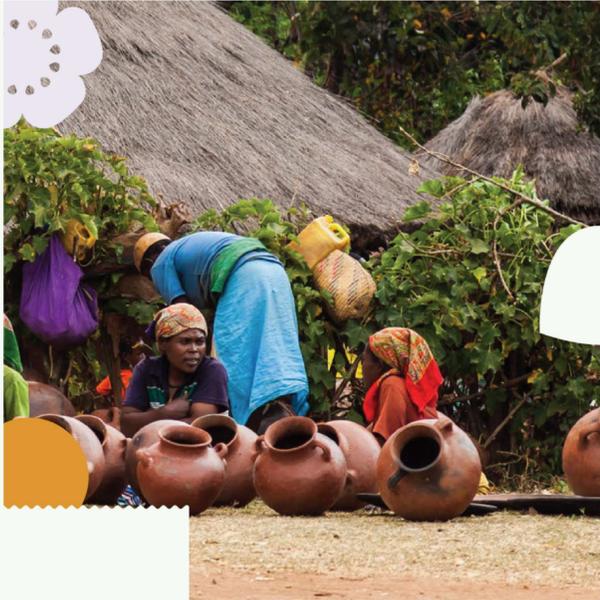
# Brand Strategy

Catalyst Global



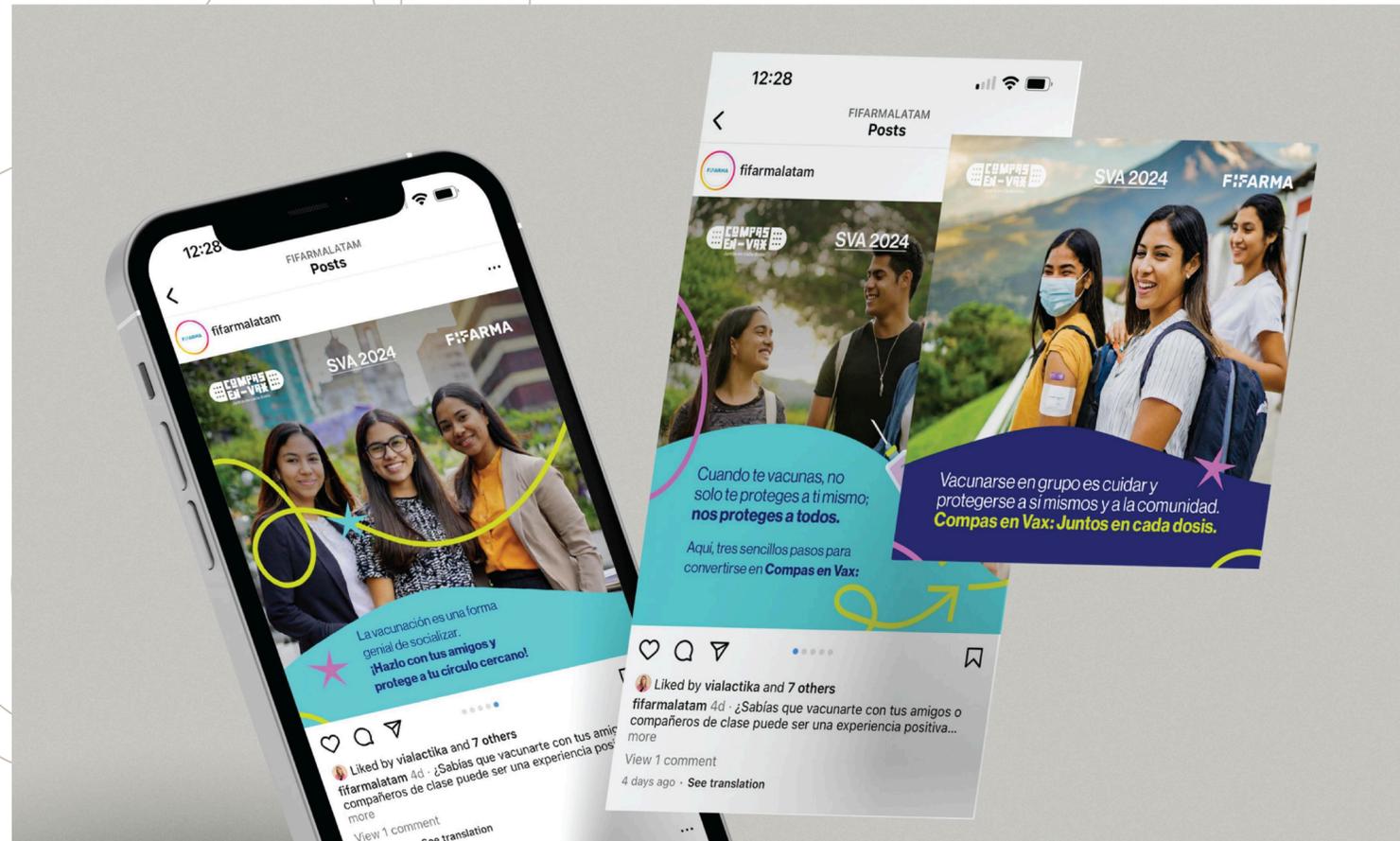
# Brand Strategy

EngenderHealth



# Brand Strategy

FIFARMA



# Behavior Change Communication Campaign

USAID Tajikistan



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



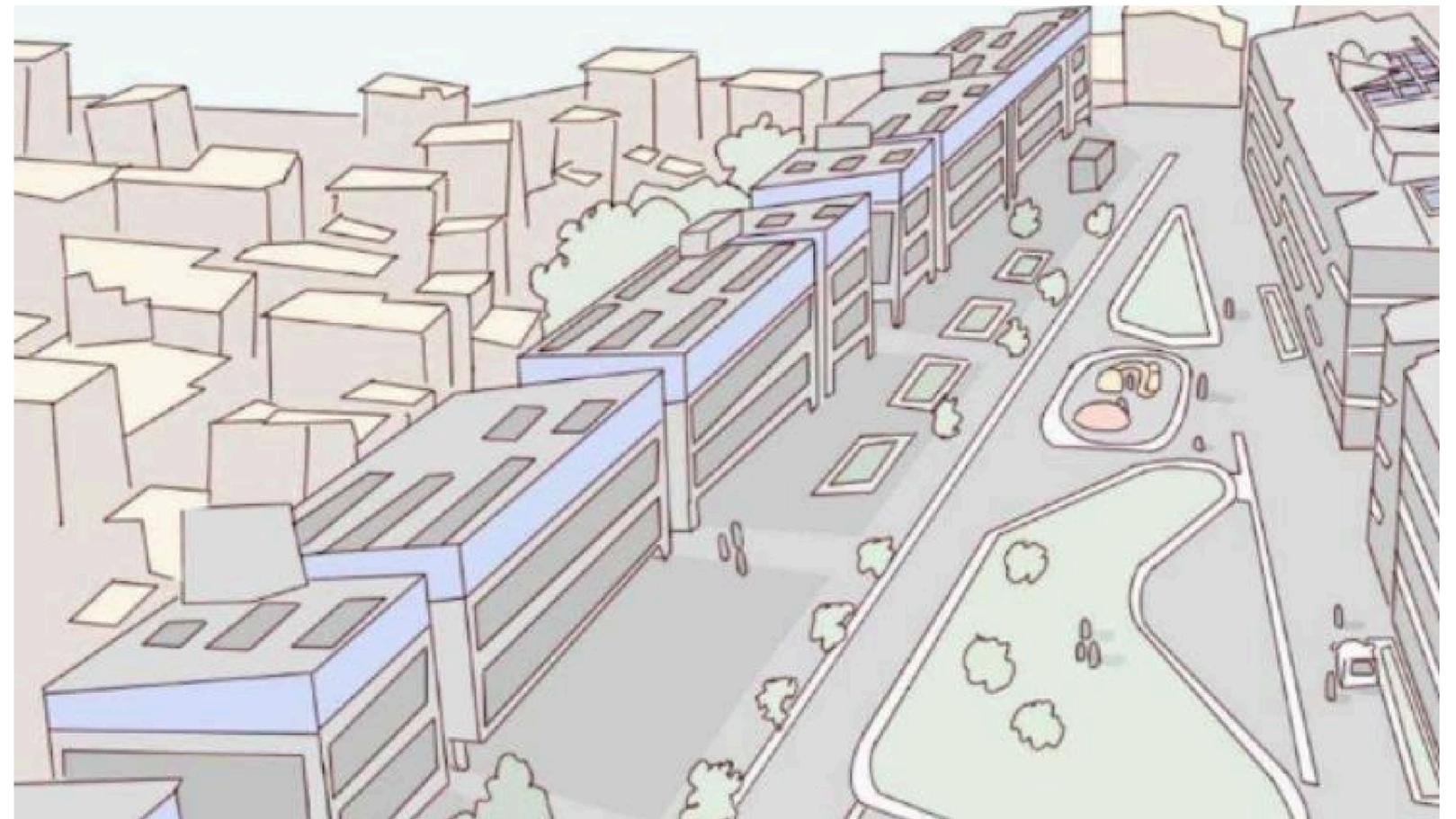
**Healthy Kulchas  
thrive here!**

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**

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

Deleted

All Content



Liliana Parra  
Logistics Safety - Loading & Unloading

Course · 6 Lessons  
Updated at Sep 11, 2025



Liliana Parra  
New Manager Training

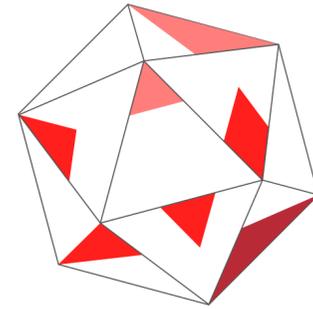
Course · 14 Lessons  
Updated at Sep 5, 2025



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](mailto:hello@fluyt.org)



| [www.fluytdesign.com](http://www.fluytdesign.com)



| [www.linkedin.com/company/fluytdesign/](http://www.linkedin.com/company/fluytdesign/)



| 1058 Anchors Bend Way  
Wilmington NC 28411

