



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.



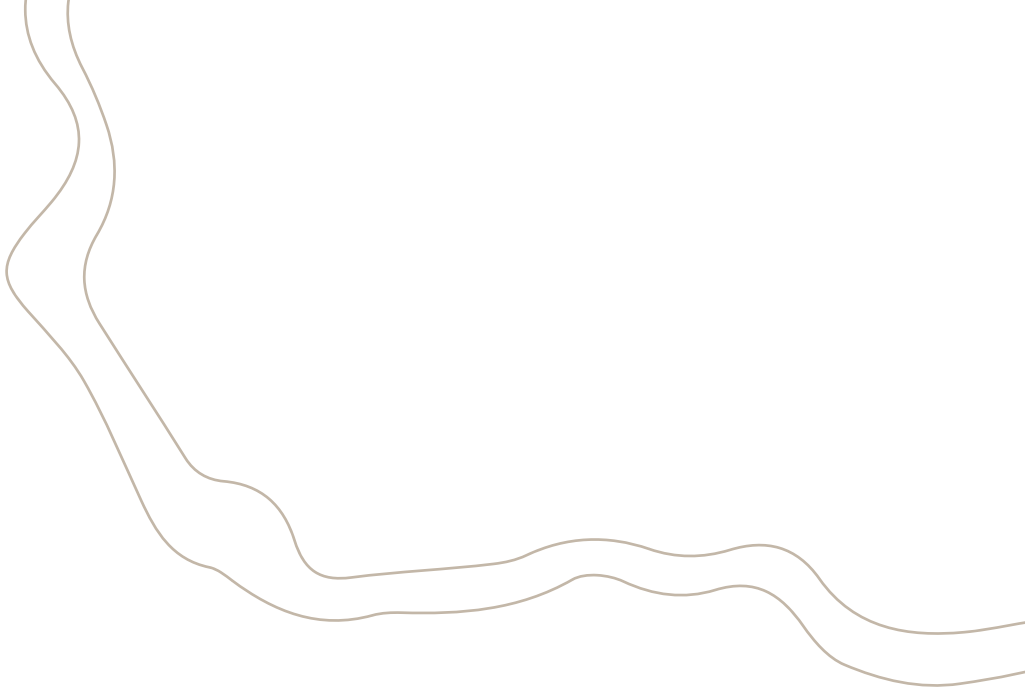


Legacy

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 — a bold 17th-century maritime innovation that rewrote the rules of ocean travel. Compact, fast, and built for efficiency, the fluyt was unlike anything the seas had seen before: a vessel designed to do more with less, carrying maximum cargo with a minimal crew.

But what made the fluyt truly remarkable wasn't its speed or its design. It was the story behind its creation. The fluyt was born out of radical collaboration — merchants, sailors, and craftspeople pooling their knowledge, challenging conventions, and building something that none of them could have imagined alone. It was a collective act of invention.



That spirit is at the heart of everything we do.

FLUYT the studio is founded on the same principles: agility, elegant and functional design, knowledge-sharing, and performance. We partner with changemakers 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 creative solutions are rooted in evidence, drawing on contemporary communication frameworks, behavioral insights, and a deep understanding of your industry, audience, and culture. Every recommendation comes with the expertise and reasoning that backs it.



We'll speak your language.

We adapt quickly and precisely to your sector, your stakeholders, and the communities you serve. When your audience feels seen, your message lands.



We design with purpose.

Every solution we craft is functional, visually striking, and aligned with your goals. We avoid clichés and chase work that is authentic, resonant, and built to last.



Small by choice. Powerful by design.

As a small, woman-owned business, we bring genuine partnership—something traditional agencies rarely can. We build relationships grounded in mutual respect, knowledge sharing, and shared value, and we stay invested long after delivery.

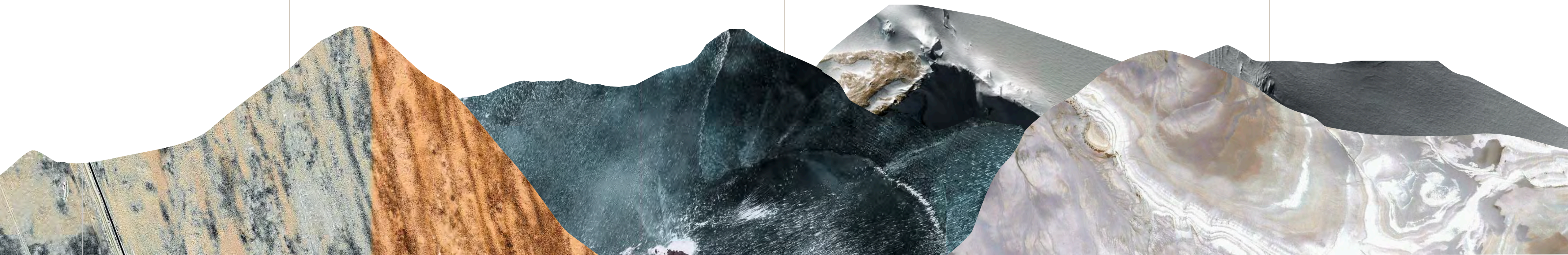


We deliver.

Every time. Deadlines aren't negotiable for us. Reliability is part of the creative process, because great work that is not timely isn't great work.



The
F L U Y T
— way



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

bill

 **britebound**

CHANGEABLE

 **common
impact**

KraftHeinz

 **lvcthealth**


Mann Global Health

reckitt 

 **Resound
Research**
for Reproductive Health

 **THE WORLD BANK**
IBRD • IDA | WORLD BANK GROUP

Sectors: Global Health | Education | Manufacturing | Fintech | Social Impact



Liliana Parra

**Founder
and Strategist**

MA communications.
The Johns Hopkins University.



Germán Espejo

Senior Strategist

Government and International Relations.
Externado University.



Nicolás Espejo

Creative Director

Advertising.
Jorge Tadeo Lozano
University.

STRATEGY TEAM





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.

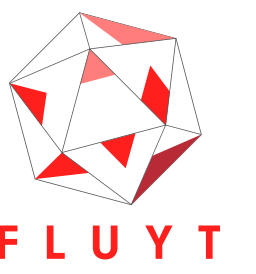


Gabriel Pérez

Web Developer

Graphic Design.
University of Nariño.

DESIGN TEAM





Audio and Sound Design
Partners

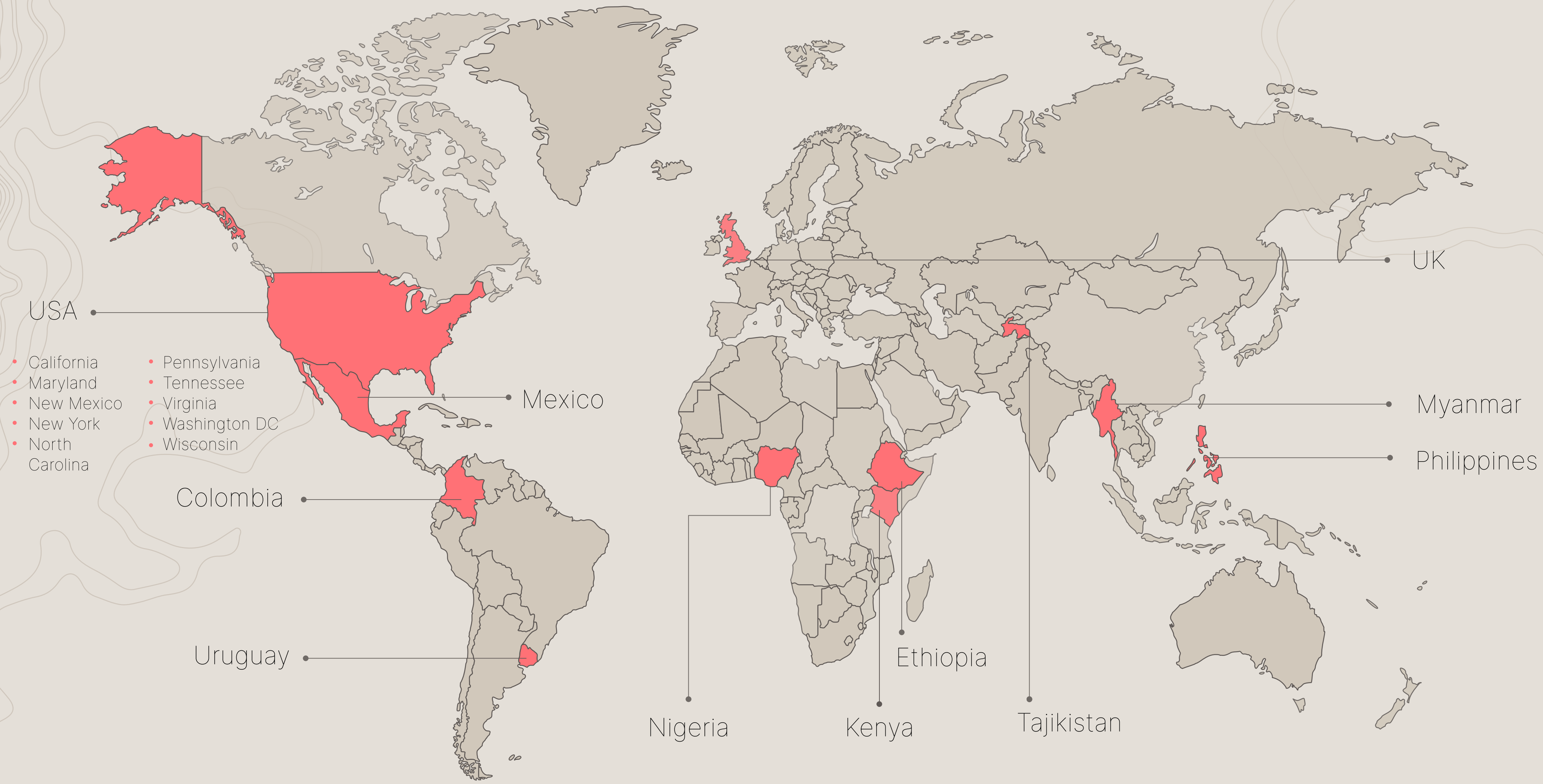


Customer Relations Partner

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
kraftheinzcompany.com

KraftHeinz

“

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Donna Sherard

Owner and principal
changeableworld.com

CHANGEABLE

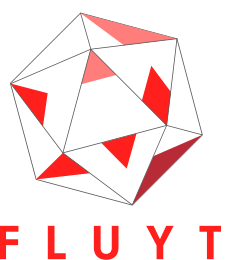
“

Working with FLUYT on Lvcthealth's new brand identity and website was a highly collaborative experience. Their creativity, professionalism, and understanding of our vision helped create a refreshed brand and digital presence that truly reflects who we are and the communities we serve.

Freshiah Njoroge

Communications and Knowledge
Management Officer
lvcthealth.org

 **lvcthealth**





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

Motion Graphics & Character Animation



Watch video



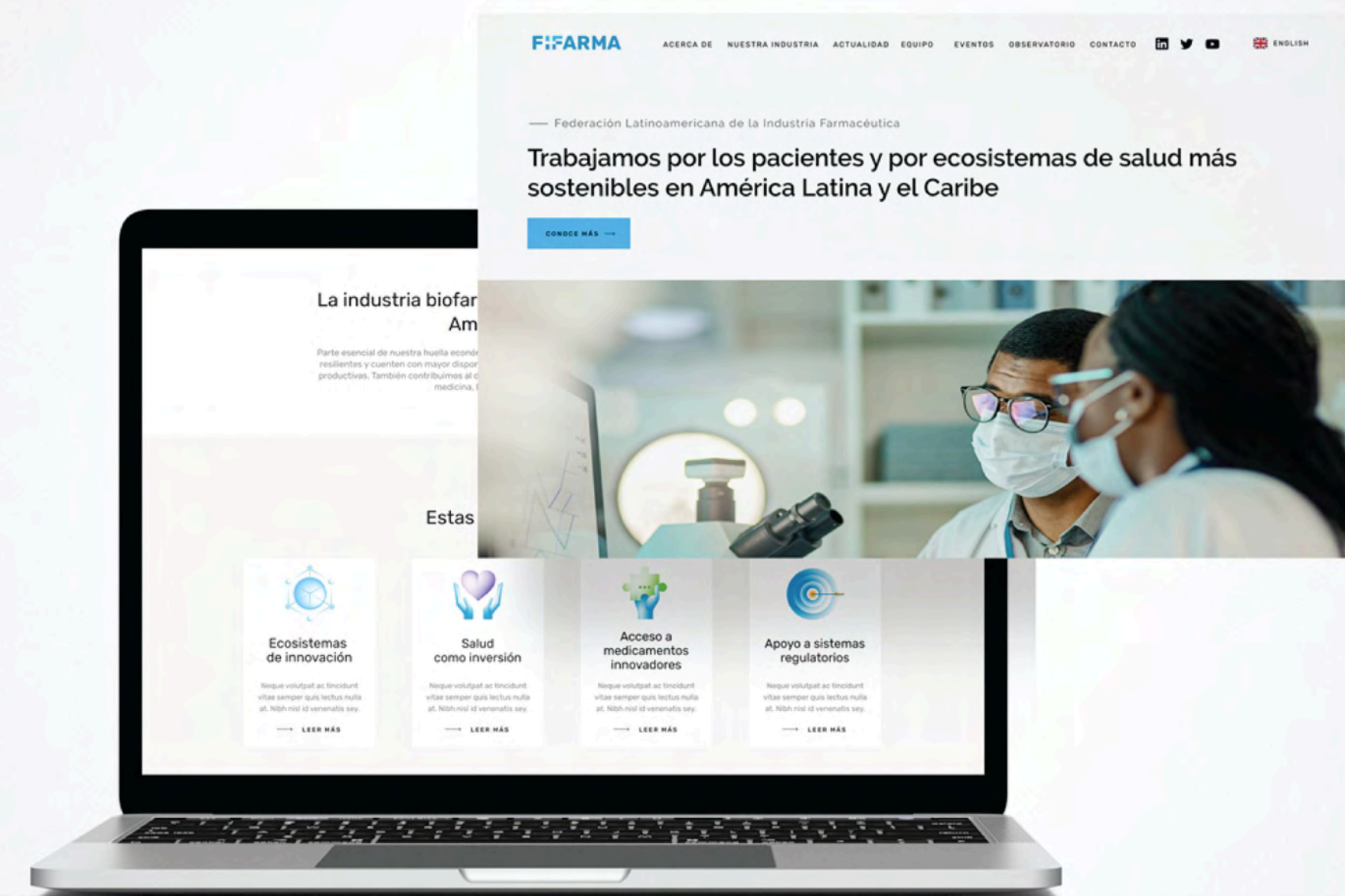
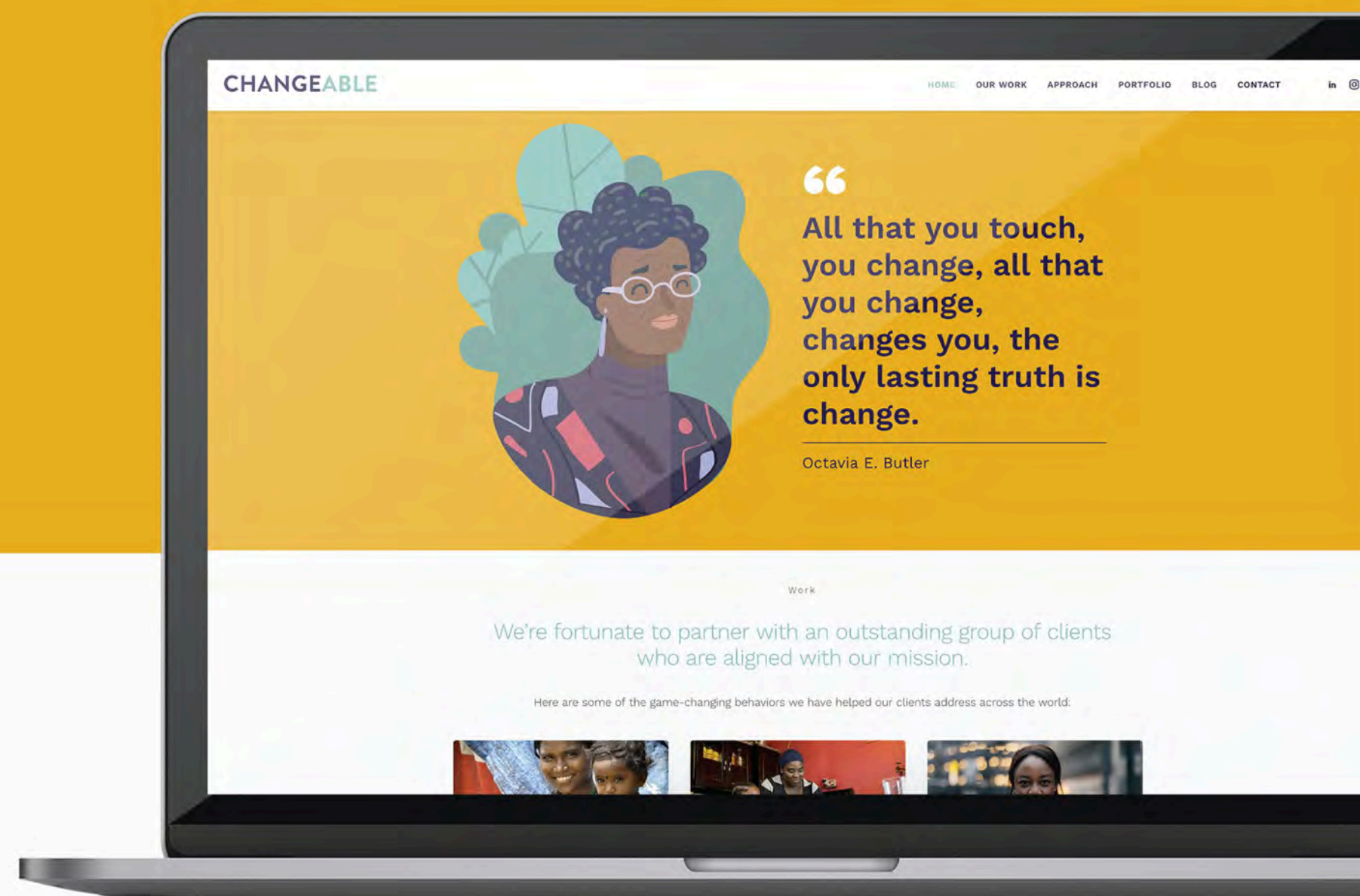
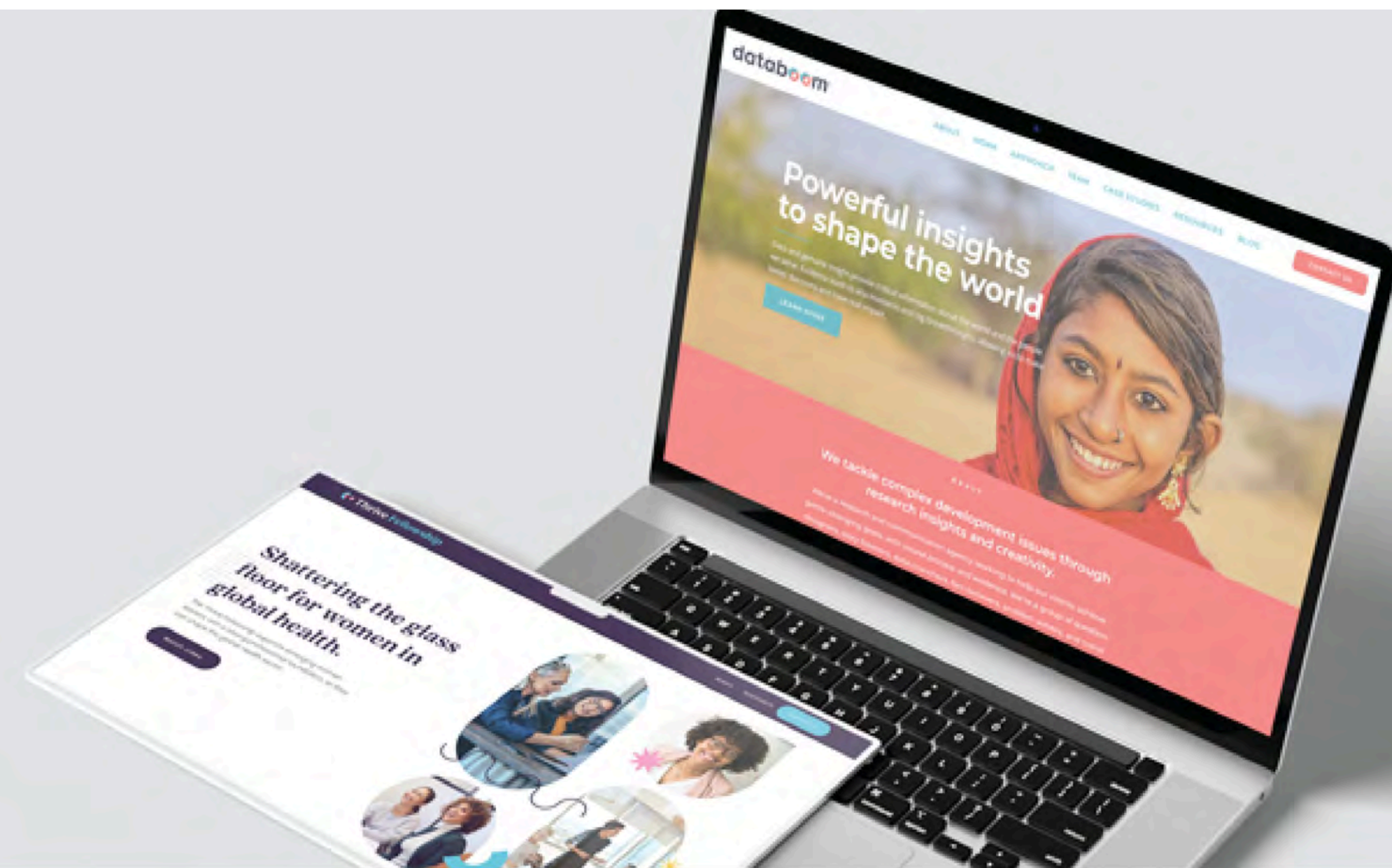
Branding

AFIDRO - ECC - EngenderHealth



Web Design

FIFARMA - Changeable - Databoom

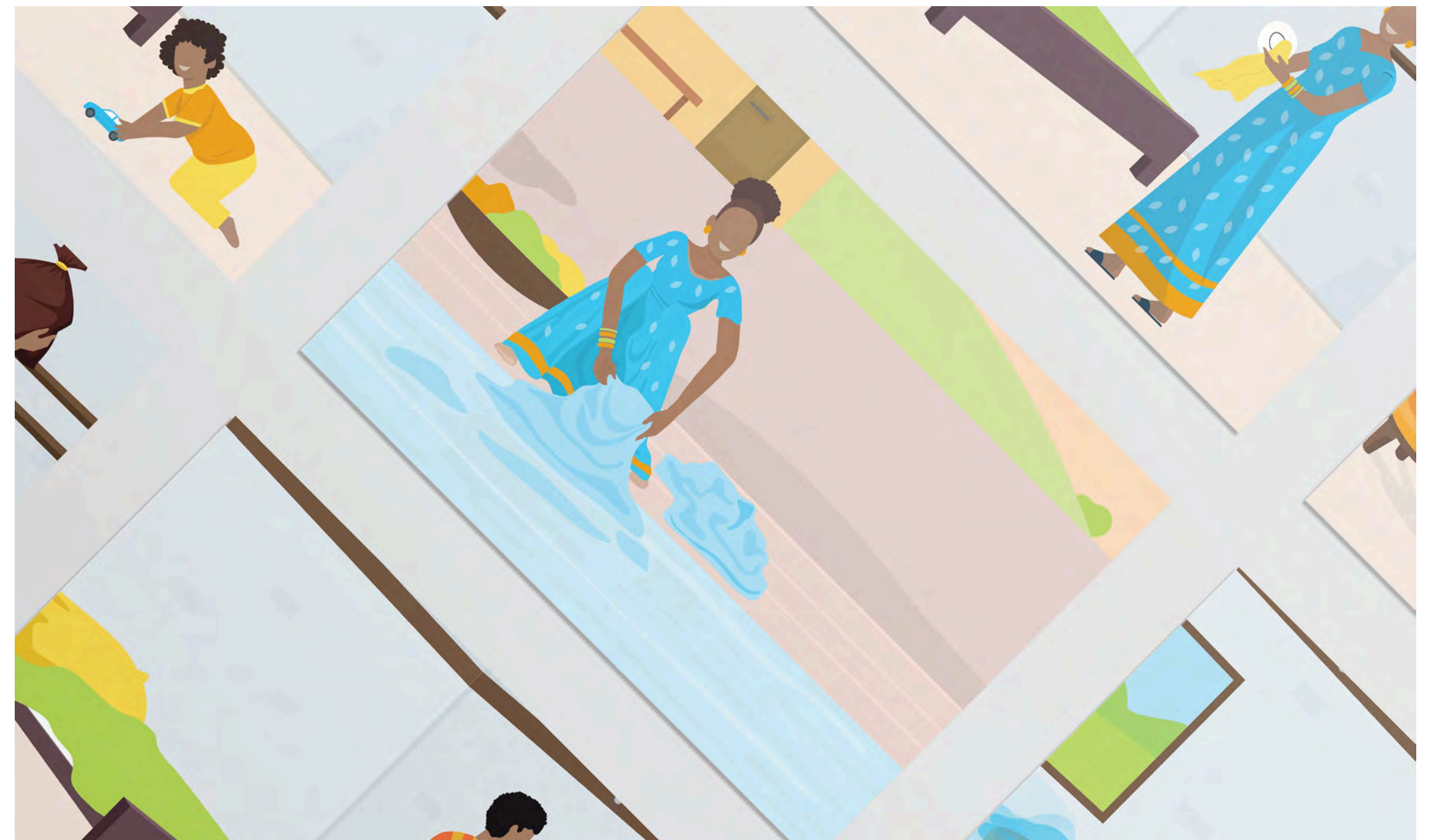
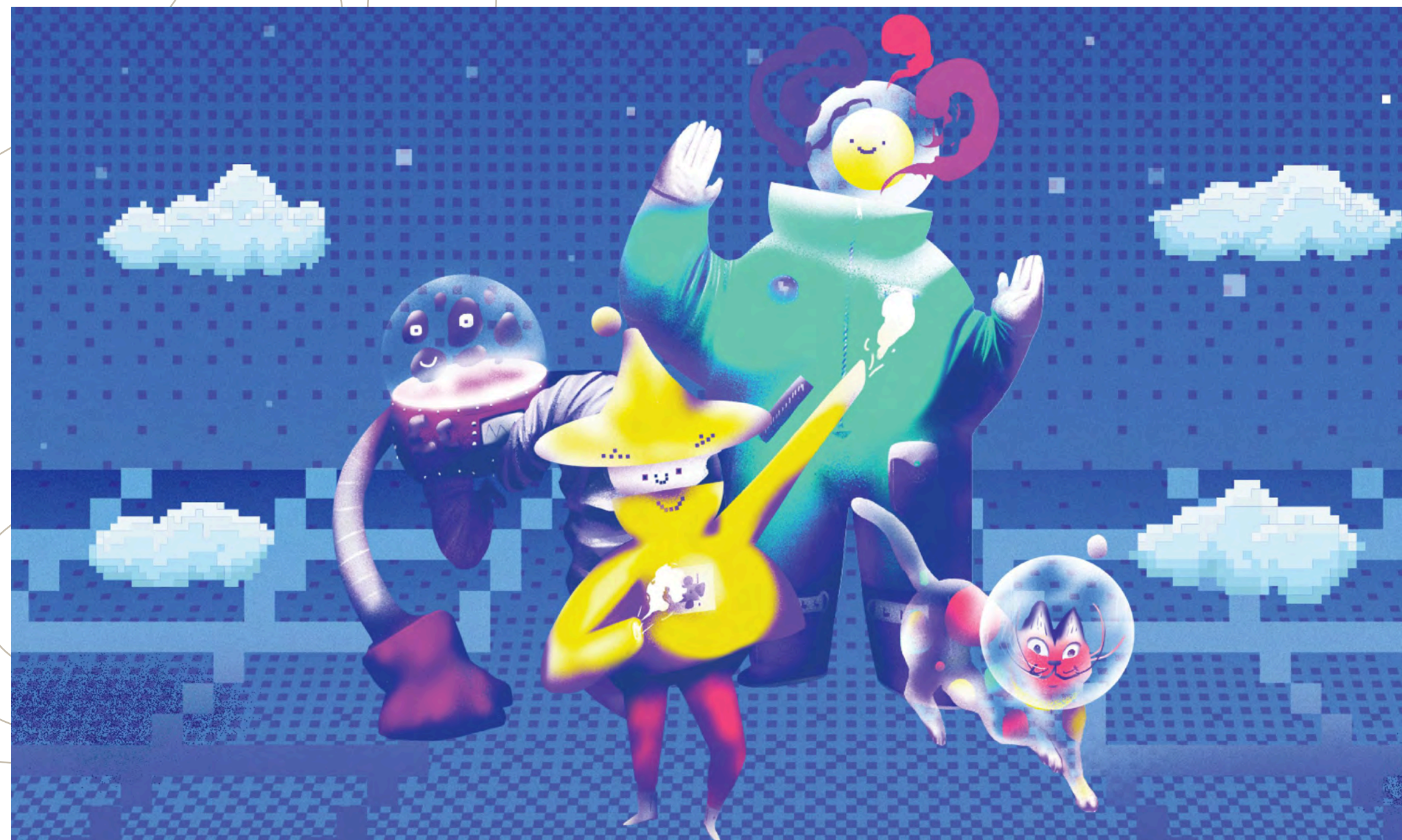
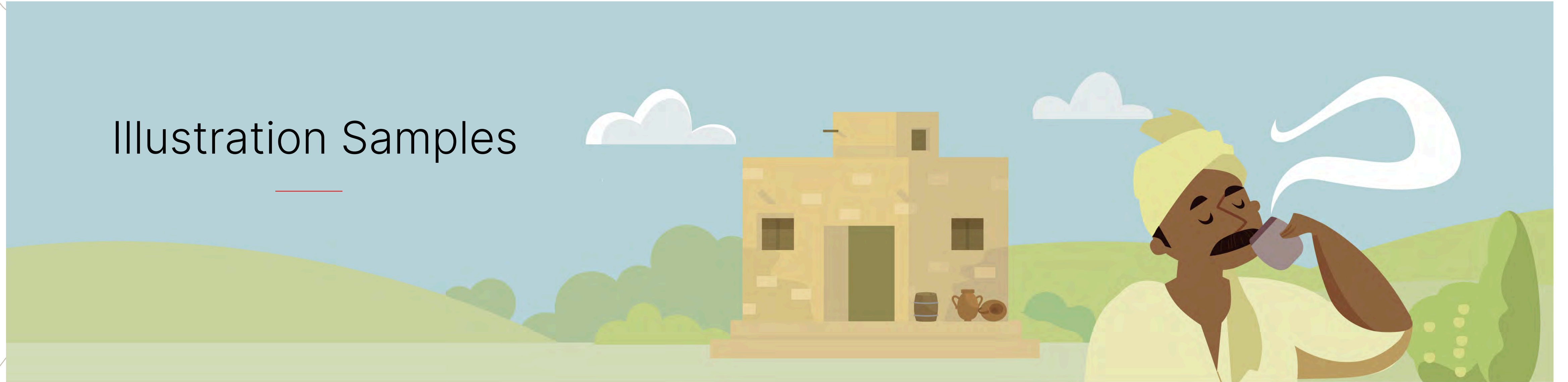


Internal Communications

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.

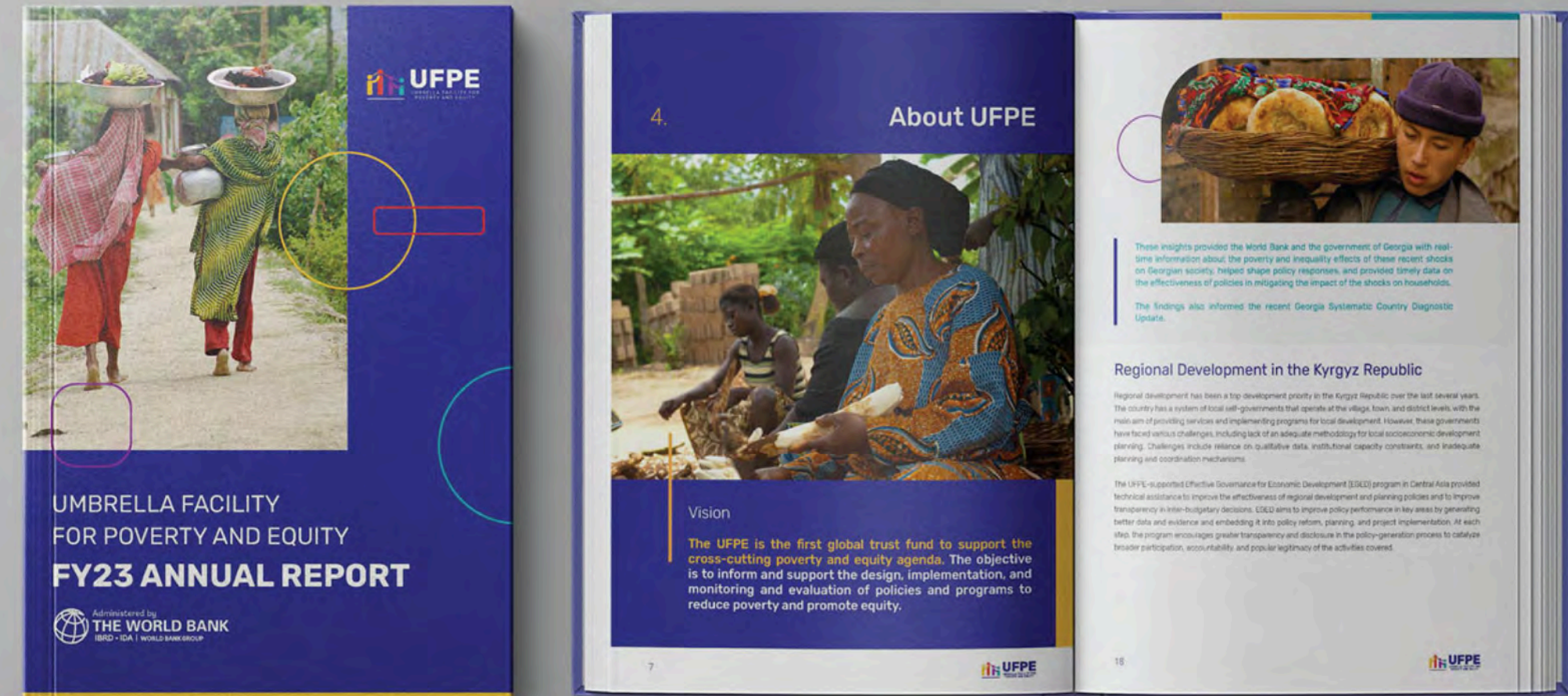


آدم يحبّ التعلّم واللعب، ولكنه غير قادر
على الالتحاق بالتعليم ما قبل الابتدائي.



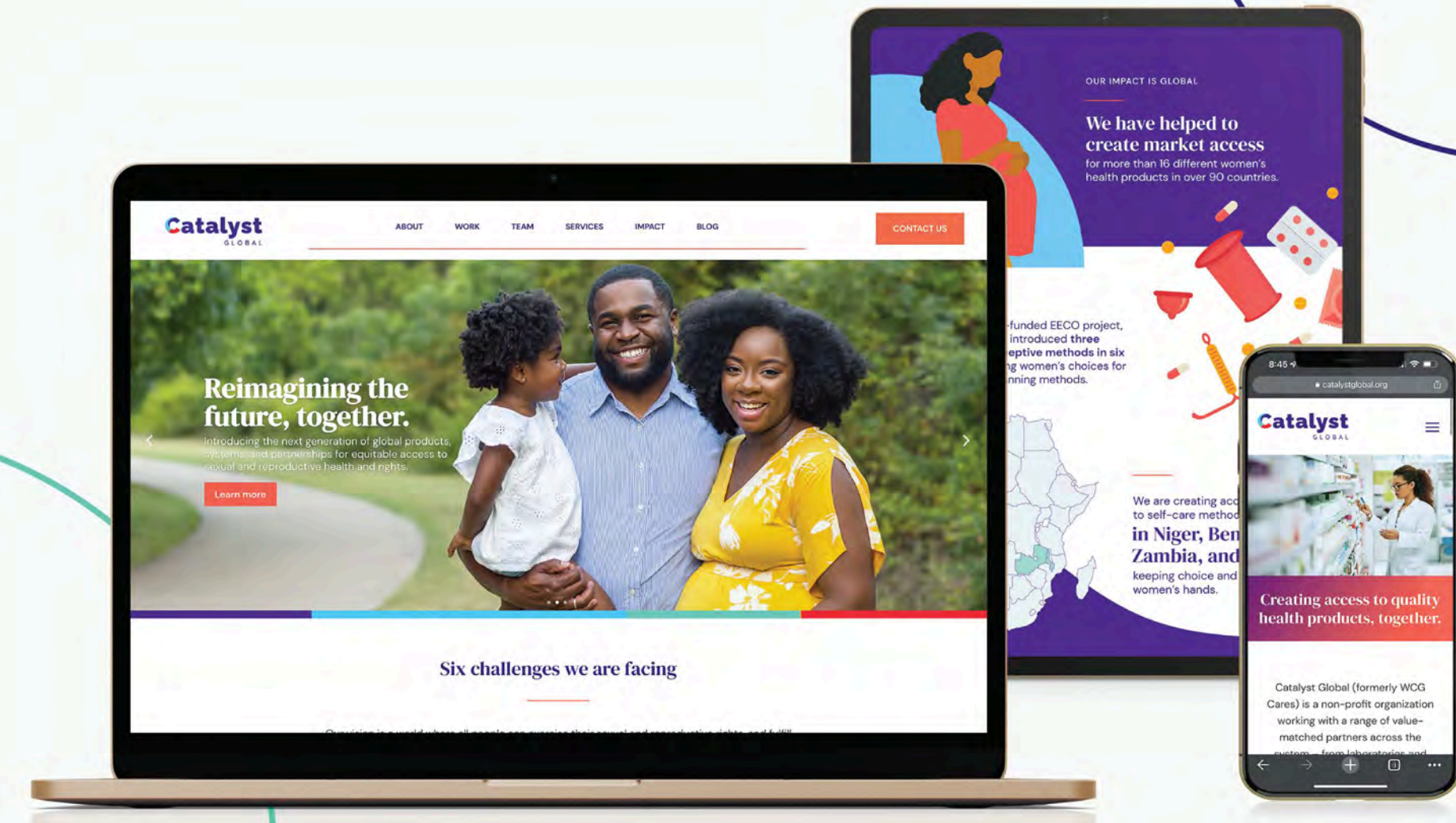
Editorial Design

World Bank - International Rescue Committee



Brand Strategy

Catalyst Global



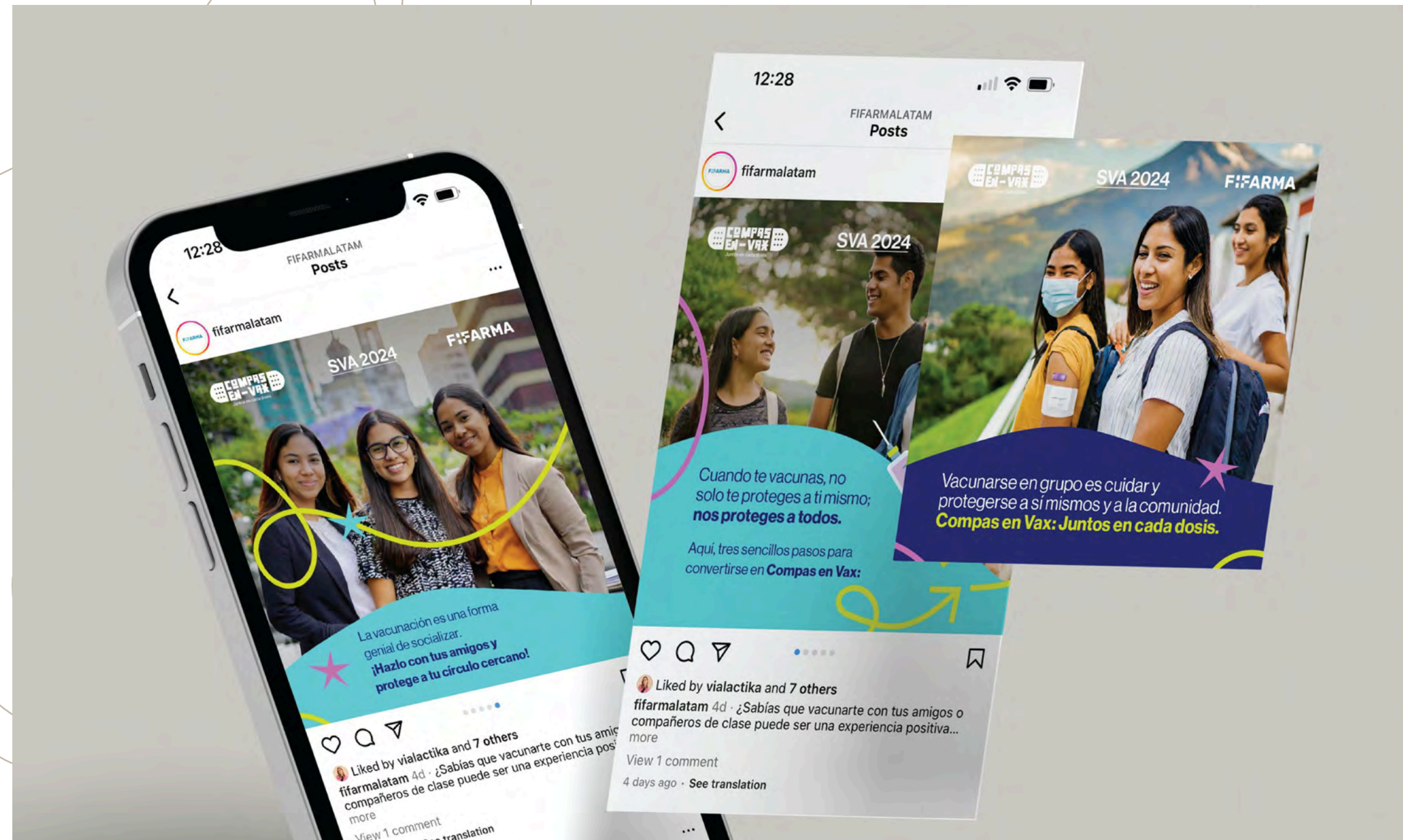
Brand Strategy

EngenderHealth



Brand Strategy

FIFARMA

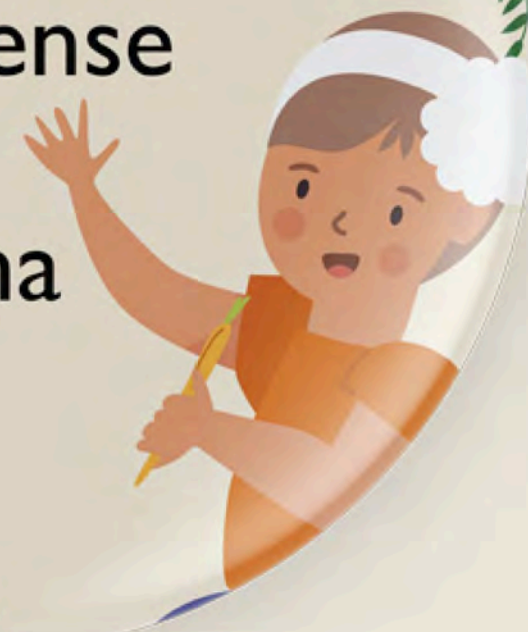


Behavior Change Communication Campaign

USAID Tajikistan



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



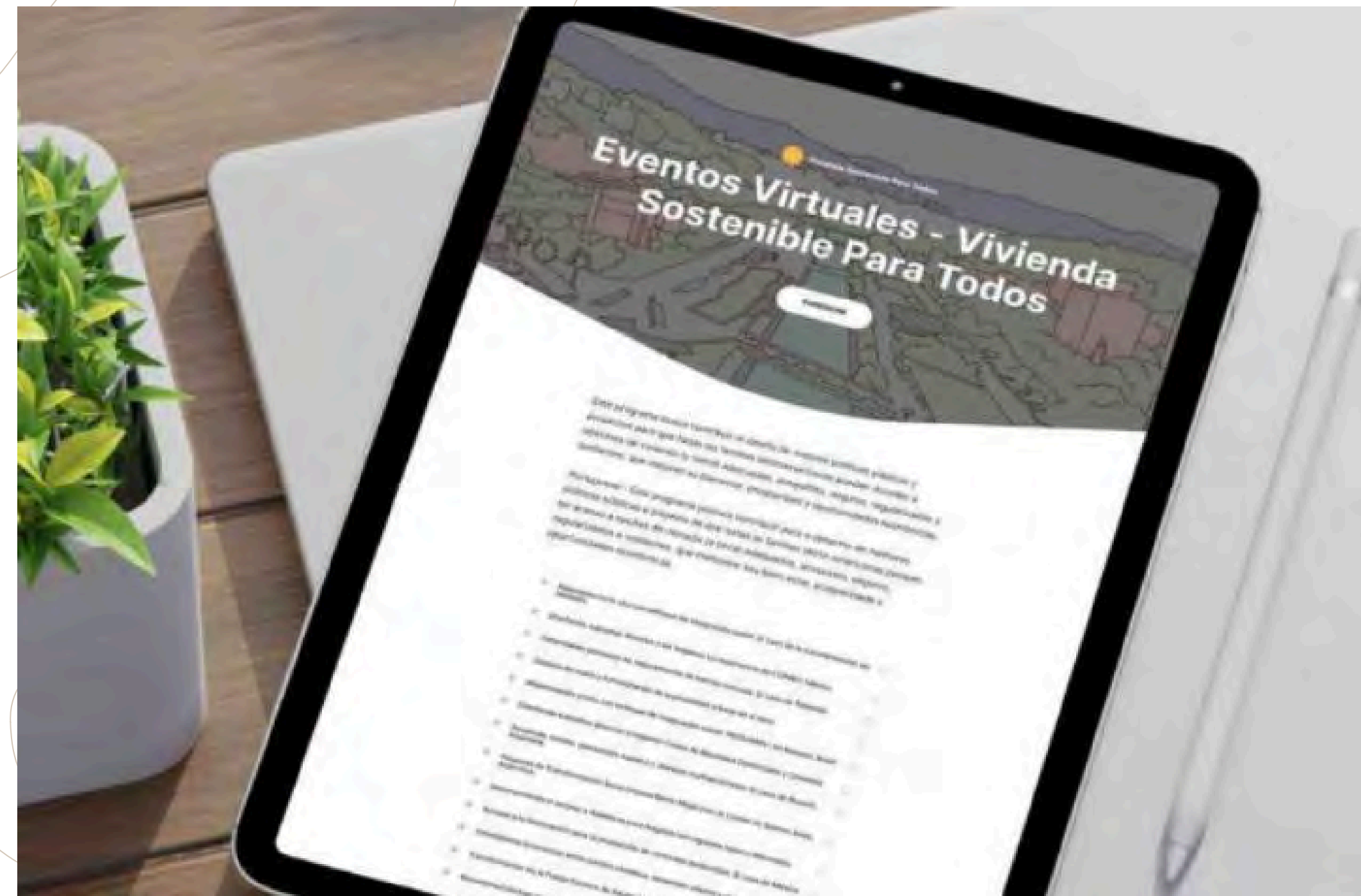
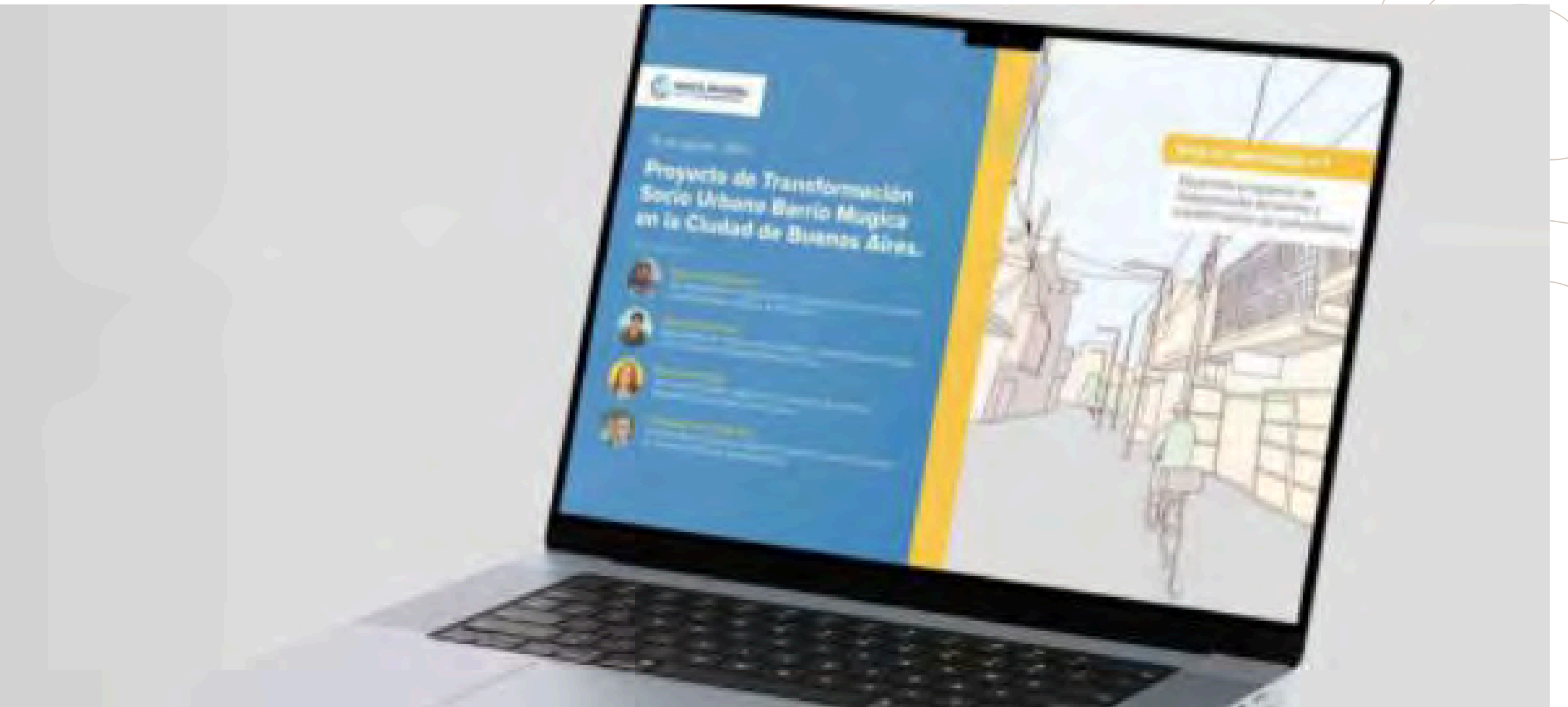
**Healthy Kulchas
thrive here!**

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

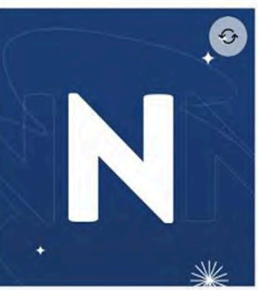
Our Kraft Heinz Leadership Principles help us speak with one voice about **how we WIN**. They give us a roadmap on how we will deliver results, become strong leaders, and activate our Values.

Select each card to review our Leadership Principles.



Inspire Excellence

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



+ 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)

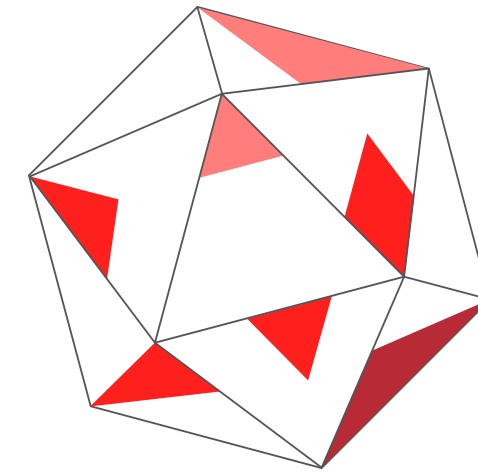
Course · 6 Lessons

Updated at Sep 4, 2025







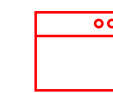


FLUYT

Embark on a creative journey with us



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| www.fluytdesign.com



| www.linkedin.com/company/fluytdesign/



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