

LUIS FRAGOSO

DESIGN FOR DEMOCRACY

Editorial designer and web developer based in Bogotá, with 8+ years of work across print and code. Since 2018 I have produced publications, event identities, videos, microsites and web apps for the International Republican Institute in Colombia, Peru, Bolivia, Ecuador and the Women's Democracy Network. I also build and maintain websites for clients in Colombia and the United States, including a network of 70+ live healthcare sites.

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Phone +57 305 328 1312
Web luisfragoso.site
Base Bogotá, Colombia · UTC-5

80 IRI publications and language editions laid out (8-193 pp each)	2,800 pages of final, print-ready layout for IRI	5 languages: Spanish, English, French, Arabic (RTL), Thai	150+ IRI assignments since 2018
70+ live U.S. healthcare websites maintained today	25+ client websites built, including a 2,000-product B2B store	5 civic websites, microsites and web apps for IRI programs and partners	50+ edited videos, animated invitations and motion pieces

IRI figures are counted from the 2018-2024 project archive (7,600+ files) and use the final version of each document. Web figures come from live sites and current client work.

CAREER

Two tracks that grew together: editorial and identity design for democracy programs, and web design and development for companies and organizations.

2025 – today

GoStaffy

Web Designer & Technical
Solutions Developer · Remote,
U.S.

Maintain 70+ live urgent-care websites (WordPress and HighLevel). Built a bulk landing-page system fed by Google Sheets and CSV that cut deployments from weeks to minutes. Deliver four full website proposals per month.

2018 – today

International Republican Institute

External Design Consultant ·
Latin America & Caribbean ·
contract renewed 2026

Publications, event identities, infographics, video, microsites and web apps for democracy, governance, gender, peace and migration programs.

2018 – today

Fragoso Design · MeetYourNew

Founder · Bogotá

Studio for 25+ branding and web projects: corporate sites, e-commerce, membership portals, booking systems and custom web apps.

2024 – 2025

IMOCOM S.A.S.

Web Designer & Developer ·
Bogotá

10+ corporate sites for the group's business units, a WooCommerce B2B store with 2,000+ products, the ExpoIMOCOM virtual event platform and a web analytics dashboard.

2022 – 2024

Knot

UX/UI Designer, freelance

Mobile app interfaces and a shared design system across three products.

2017 – 2019

Nevato S.A.S.

WordPress Designer · Bogotá

10+ SEO-optimized WordPress sites for clients in 15+ industries.

2017 – 2018

SAM Tecnología en Contexto

Co-founder & Design Lead ·
Bogotá

Branding, web and digital strategy for startups.

IRI 2026: CURRENT CONTRACT

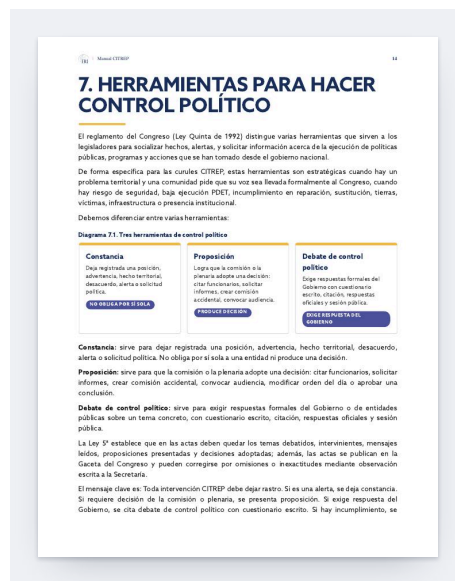
Work delivered this year for IRI Colombia around the Special Transitory Peace Districts (CITREP, the 16 "Peace Seats" in Congress) and the 2026 elections.



Peace Seats Legislative Manual

Colombia · funded by the Howard G. Buffett Foundation

50 pp · 11 custom diagrams · ES
· 2026



Manual interior: tools for political oversight

Diagrams, tables and step flows

Print and digital editions



A New Voice in Congress: Peace Seats Review

Colombia · co-published by FIP and IRI

50 pp · 4 charts · map · 4 annexes · 2026



Map of the 16 Peace Districts

Redrawn with winners and 2022→2026 votes

Data map · 2026



International Electoral Observation Mission, Colombia 2026

Final report deck

19 slides · 2026



Observation methodology

Key-figure slide

Branded PowerPoint, editable



Citizen Perceptions of the Peace Seats

Qualitative study deck

17 slides · 2026



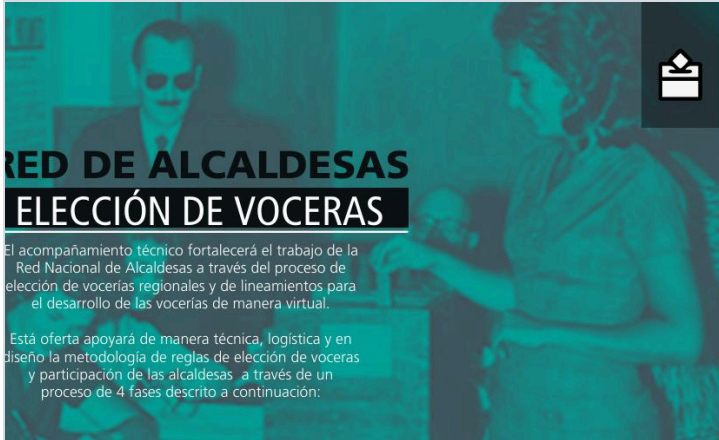
Study context: map and key figures

Map and key figures

Branded PowerPoint, editable

WEB FOR DEMOCRACY AND CIVIL SOCIETY

Microsites and web apps where the web product itself ran a civic process or published program results, plus sites for integrity, migration and compliance organizations.



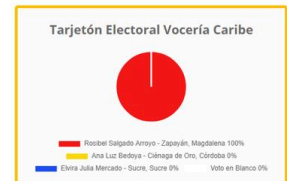
☐ 4. Diseñar estrategias para atender la situación de las mujeres migrantes y la respuesta local y regional a las mismas.

☐ 5. Elaborar estrategias para incrementar la participación política con enfoque diferencial.

La votación aún no empieza.

Votar

Resultados por Región:

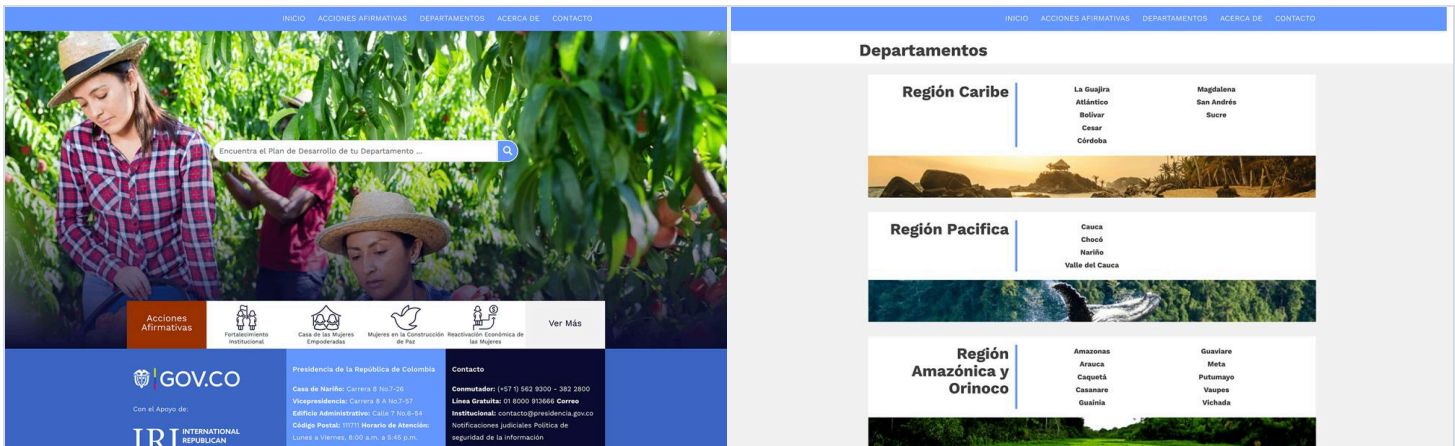


2020 · Colombia · IRI + Federación Colombiana de Municipios

Virtual Election of Spokeswomen, Women Mayors Network

A microsite that ran the network's election of regional spokeswomen online, from nominations to results.

- 4 phases: nominations, candidate profiles, voting, results
- Secret one-person-one-vote ballot for the 133 women mayors in office; 67 voted
- 5 regional ballots with 21 candidates, plus a vote on 3 agenda priorities
- Live results charts by region and an official vote count, backed by a brand manual, graphic pieces and email campaigns



2020 · Colombia · IRI, published under gov.co

Regional Development Plans Microsite

Catalog of the analysis of territorial development plans for all 32 departments, searchable and printable, following the Colombian Women's Observatory guidelines.

- Navigation map, wireframes and page designs
- MVP, production build, hosting and performance tuning
- 280+ custom SVG icons and regional artwork



2023 · Colombia · presented to the NED board

"Colombia and Migration Management" Web App

An interactive app presenting four years of IRI migration work to the National Endowment for Democracy board.

- Timeline and interactive map of Colombia linking 4 municipalities to their deliverables
- Videos, photo galleries and documents in Spanish and English



Mapas de Riesgo Electoral
Elecciones Nacionales 2026

Factores Indicativos de Fraude Electoral
Cámara de Representantes

Mapa 3. Factores Indicativos de Fraude Electoral – Cámara de Representantes

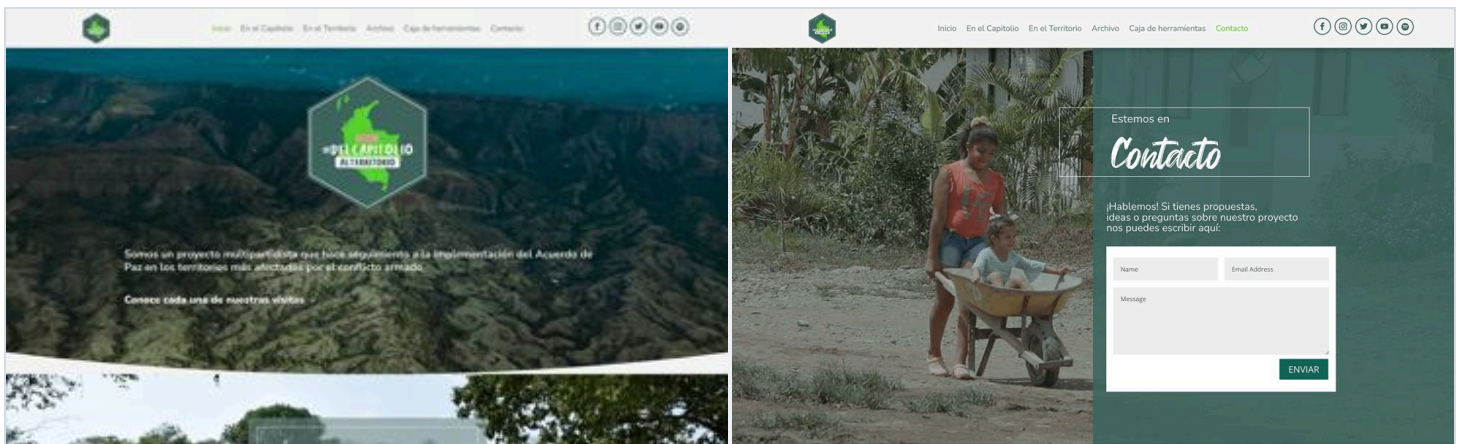


2026 · Colombia · MOE, with IRI and NED support

Electoral Risk Maps and Factors, CITREP 2026

Layout and map design for the Electoral Observation Mission's 36-page report on electoral risk in the 16 Peace Districts ahead of the 2026 national elections. I also built the download portal.

- About 10 risk maps crossing turnout and voting anomalies with armed-group activity, displacement and attacks on leaders
- Illustrated cover and territorial artwork
- Landing page with a lead form for PDF downloads and printed-copy requests



Colombia · FIP + IRI

“From the Capitol to the Territory” Website

Website for the peace-agreement follow-up project, connecting the work in Congress with the work in the territories.

- Toolkit library of the project's guides
- “In the Capitol” and “In the Territory” news sections, blog and contact



② **Contáctenos**



**JUNTOS
SE PUEDE**
Fundación

ANA KARINA GARCÍA
Directora Fundación Juntos Se Puede



- soyetico.org · redcump.org · juntossepuede.co
- Memberships, forum, guides, leadership school, donations, Mailchimp campaigns

IRI 2018–2024: PUBLICATIONS

Toolkits, handbooks, guides and reports for legislators, local governments, political parties and women leaders. I handle the full process: grid and type system, illustration and data graphics, proof rounds with program staff, and PDF/X-1a print files with print-run quotes.



Women's Democracy Network • Global

GENDER-RESPONSIVE POLICYMAKING TOOLKIT

A 174-page toolkit built once and published in three editions: English, French (181 pp) and Arabic (170 pp, right-to-left). I mirrored the grid for Arabic and kept the same visual system across all three. An 18-page companion handbook was produced in English and Arabic.

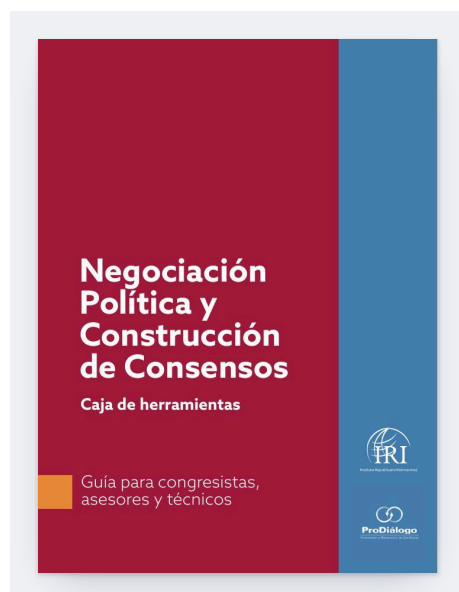
174 / 181 / 170 pp • EN • FR • AR • 2021



Land Access & Formalization Routes Guide

Colombia

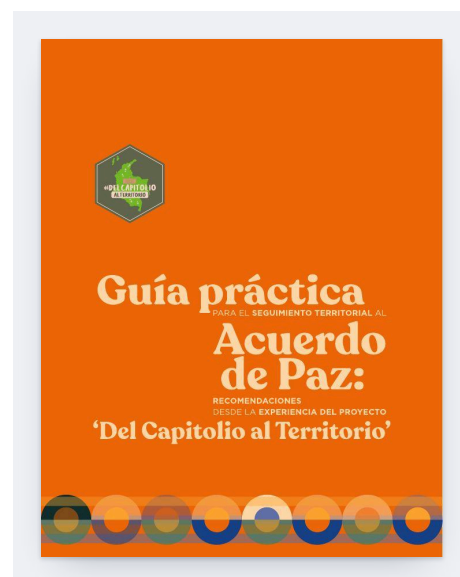
193 pp · ES · 2021



Political Negotiation & Consensus Toolkit for Congress

Peru · for legislators and advisers

66 pp · ES · 2022



From the Capitol to the Territory: Peace Agreement Follow-up Guide

Colombia · ISBN edition

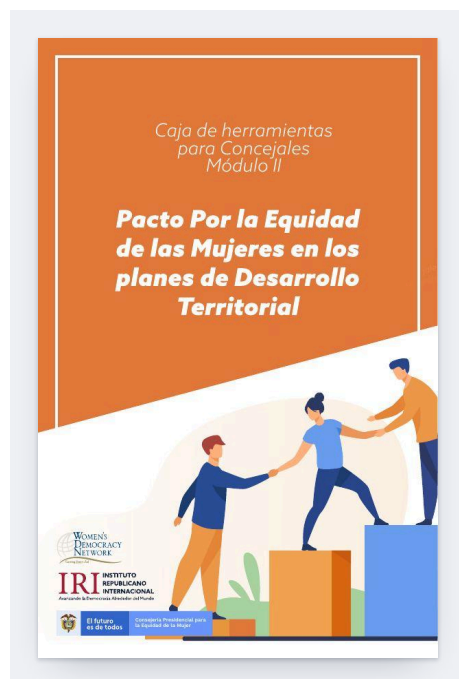
62 pp · ES · 2022



When Women Govern: Good Practices

Colombia

64 pp · ES · 2020



Training Modules for Municipal Councils

Colombia · modules I, II, IV

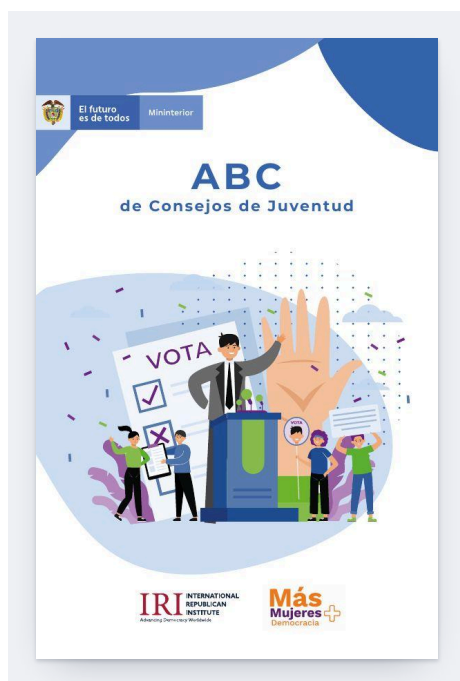
39 / 53 / 39 pp · ES · 2020



From Winning to Governing (WiGov)

Colombia · 3 modules

28 / 24 / 32 pp · ES · 2021-22



ABC of Youth Councils

Colombia · with the Ministry of the Interior

33 pp · ES · 2021



ABC of Women's Political Participation

Colombia · Youth Council elections 2021

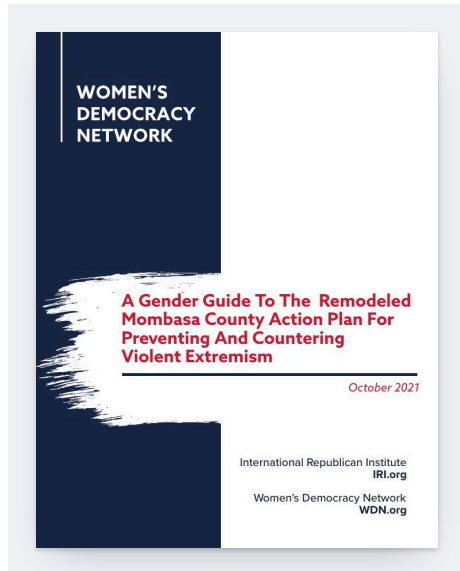
31 pp · ES · 2021



What Worked and What Didn't: Electing More Women in 2021-2022

Colombia · Powerful Voices Forum

36 pp · ES · 2023



Gender Guide to the Mombasa County Action Plan (P/CVE)

Kenya · Women's Democracy Network

32 pp · EN · 2021



Crisis Communication Management Manual

Colombia, adapted for Asia

13 pp x 3 · ES · EN · TH · 2020



Effective Government Closing Manual

Colombia · local governments 2016-2019

44 pp · ES · 2019

TERRITORIAL SERIES

Many IRI programs need the same document for many municipalities, each with its own data, maps and partners. I build one template system per series so every edition stays consistent and is fast to produce.



Social Oversight of Territorial Development Plans

Montes de María · 6 municipalities

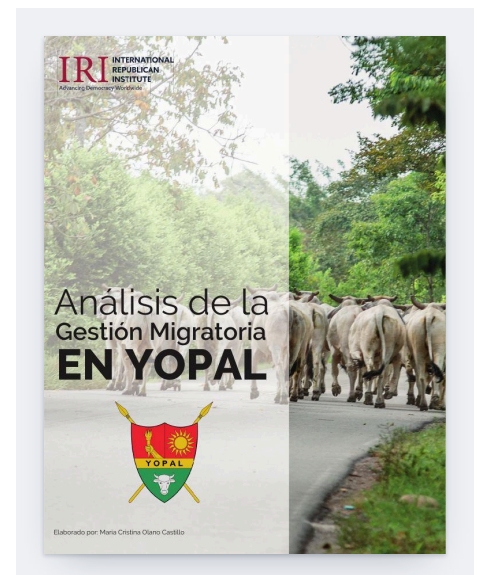
56–64 pp each · ES · 2022



Municipal Public Policy for Women 2022–2032

Sucre · 4 municipalities

45–61 pp each · ES · 2022



Strategic Diagnostics of Migration Management

Valledupar · Villavicencio · Yopal

13–16 pp each · ES · 2022



Step-by-step Service Routes for Migrants

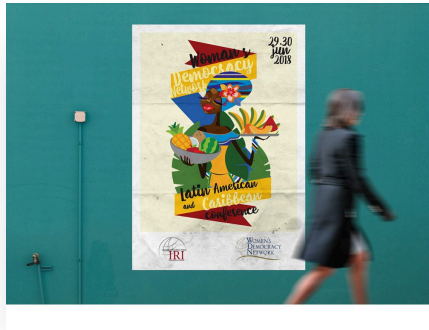
4 cities · health, education,
income, children

16 editions · 12–20 pp · ES ·
2021–23

SERIES	PLACES	EDITIONS	PAGES
Social oversight guides	Carmen de Bolívar, Colosó, San Jacinto, San Juan Nepomuceno, San Onofre, Toluviéjo	6	360
Local development plan summaries	Same six municipalities	6	137
Women's public policy documents	Colosó, San Onofre, Sincelejo, Toluviéjo	4	204
Migration service routes	Valledupar, Villavicencio, Yopal, Jamundí	16	256
Strategic migration diagnostics	Valledupar, Villavicencio, Yopal	3	43
Social investment guides 01–04	Colombia, for municipal staff	4	60

EVENTS AND INSTITUTIONAL IDENTITY

Complete visual kits for forums, workshops and regional exchanges. Typical deliverables are a logo or event mark, invitations, agendas, backings, roll-ups, badges, folders, certificates and promotional items, all produced and delivered on site.



Women's Democracy Network • Cartagena

WDN LATIN AMERICAN AND CARIBBEAN CONFERENCE

Visual identity for the regional conference of the Women's Democracy Network, held in Cartagena on June 29–30, 2018. I presented two concepts. The client chose the illustrated Caribbean figure, which was rolled out across posters, agendas, guest cards, badges, folders, stationery and digital pieces.

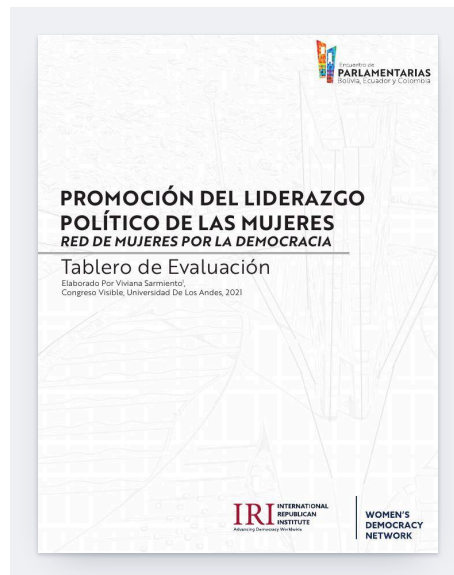
2 concepts • full event kit • EN • ES • 2018



Political Leadership Workshops for Women

Colombia · invitation series

Digital invitations · 2021



Second Meeting of Women Parliamentarians

Barranquilla · with Bolivia and Ecuador

Scorecard 23 pp + bios + agenda · 2022



New Opportunities for Peace in Cauca

Colombia

Roll-up · agenda · 2022



Women for Equality: Sincelejo Forum

Sucre, Colombia · with the Mayor's Office

Backing · branding · 2022



Building Inclusive Peace and Security (BIPS): Closing Event

Cartagena · Montes de María program · IRI + WDN

Mark · backing · badges · folder · notebook · bag · scarf · 2021



BIPS Event Scarf

Cartagena, Sept 9–10, 2021

Illustrated textile print



Save the Date: Women's Network for Democracy

Buenos Aires, Argentina

Digital · EN/ES · 2022



Webinar: Dialogue from Congress

Peru · Latin America

Digital invitation · 2021



Women Parliamentarians: Event Identity

Barranquilla, Colombia

Mark · booklet · folder · badges · tent cards · 2022



Municipalities and Migration Management

Villavicencio · exchange of 4 municipalities

Backing · speaker cards · agenda · 2022



“Es hora de tomarnos la política”

Women's political leadership campaign · Colombia

Brand · poster · roll-up · flyers



Campaign Scarf and Pattern

“Es hora de tomarnos la política”

Textile print · pattern system

INFOGRAPHICS, ONE-PAGERS AND PRINT

Short formats that summarize research findings, legal frameworks or program results for social media, briefings and field distribution.



Gender Parity in the Electoral Code

Colombia · with the CNE

Infographic series · 2021



Capitol-to-Territory Infographics

Colombia

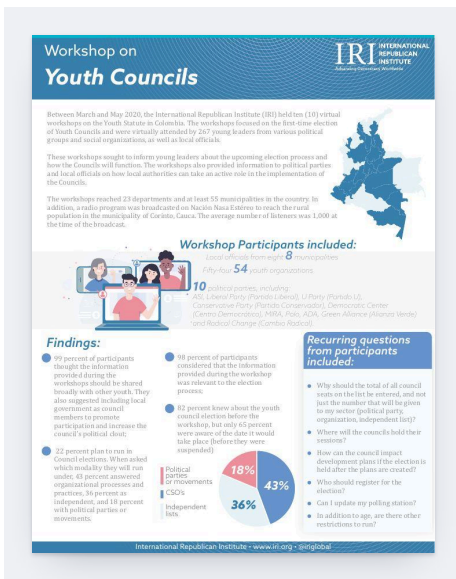
10 pp · 2021



Women and Youth in Regional Government Plans

Peru · School of Government

2 pp · 2022



Workshop on Youth Councils

Colombia

One-pager · EN/ES · 2021



Walker's Route Fold-out for Migrants

Bogotá–Cúcuta corridor

Fold-out map · runs of 300–10,000 quoted · 2019



Youth Council Electoral Calendar

Colombia · Ministry of the Interior

Desk calendar · 2021



Women Mayors Network Brochure

Colombia · with the FCM

7 pp · 2022



“Súbete al Bus” Campaign Characters

Colombia

Logo + character set · 2020

VIDEO AND MOTION

Animated invitations, explainer videos, testimonial edits and event summaries in horizontal, square and vertical formats, with subtitles and English versions when needed.



Youth Councils Explainer

Colombia · Ministry of the Interior

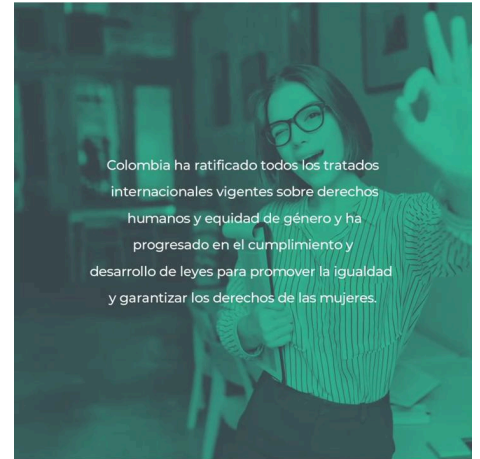
Motion graphics · 1:34 · 2021



Women in Development Plans

Colombia

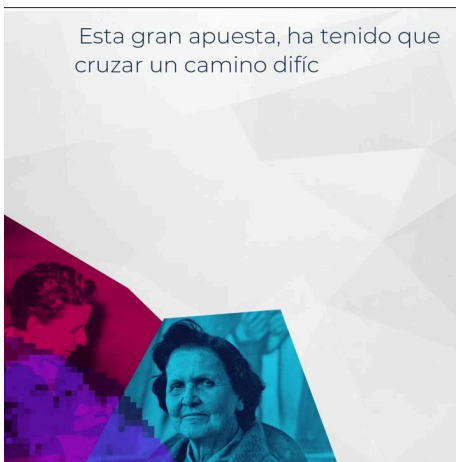
Animated video · 2020



Animated Workshop Invitations

Colombia · political party program

5 pieces · 25-59 s · 2020



Animated Characters for a Congress Forum

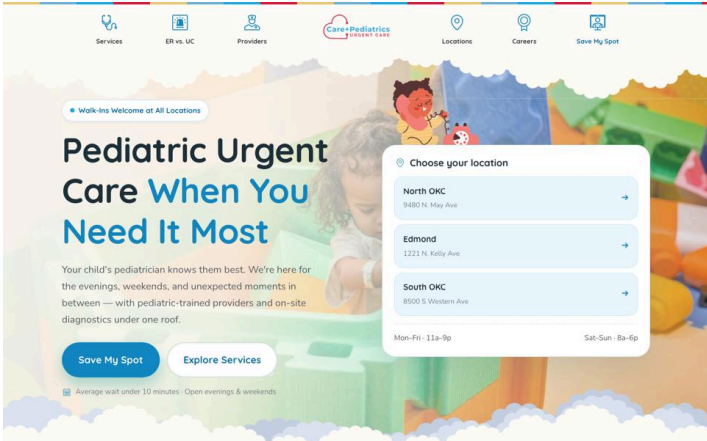
Colombia

Character animation · 1:16

WEB DESIGN AND DEVELOPMENT

Client work built and maintained in WordPress (Gutenberg, ACF, Beaver Builder, Divi, Elementor, WooCommerce), HighLevel and hand-coded HTML, CSS and JavaScript, including React and Next.js apps.

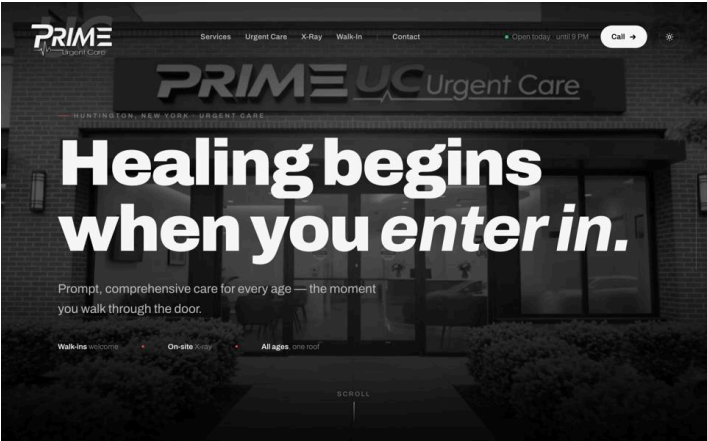
HEALTHCARE NETWORK · UNITED STATES



Pediatric Urgent Care Redesign

Oklahoma City and Edmond

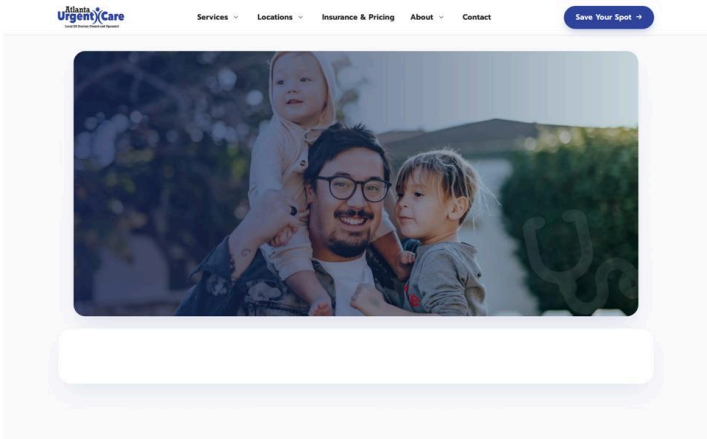
Location picker · walk-in booking



Prime Urgent Care

Huntington, New York

Redesign concept



Atlanta Urgent Care

Georgia

Redesign concept

Part of a network of 70+ live urgent-care sites I maintain; most client domains are under NDA.

INDUSTRY, E-COMMERCE AND EVENTS

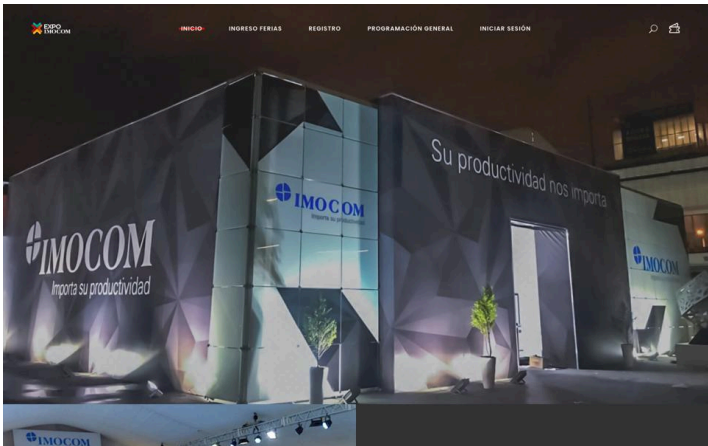


IMOCOM es su socio estratégico para la transformación industrial. Con más de 72 años de experiencia, le ofrecemos la confianza y el respaldo que necesita para alcanzar sus objetivos. Soluciones confiables, duraderas y adaptadas a sus

IMOCOM

Industrial group · Colombia

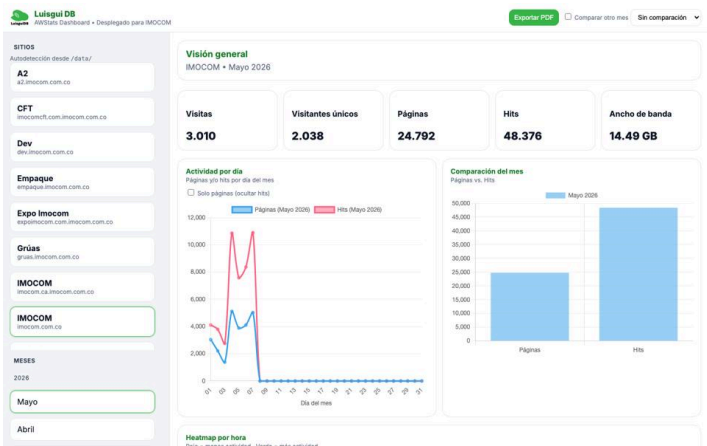
Corporate site + 5 business-unit portals · B2B store, 2,000+ products



ExpoIMOCOM

Virtual trade show

Registration · ticketing · streaming



Web Analytics Dashboard for IMOCOM

Internal tool

Chart.js · bot-day detection · PDF export

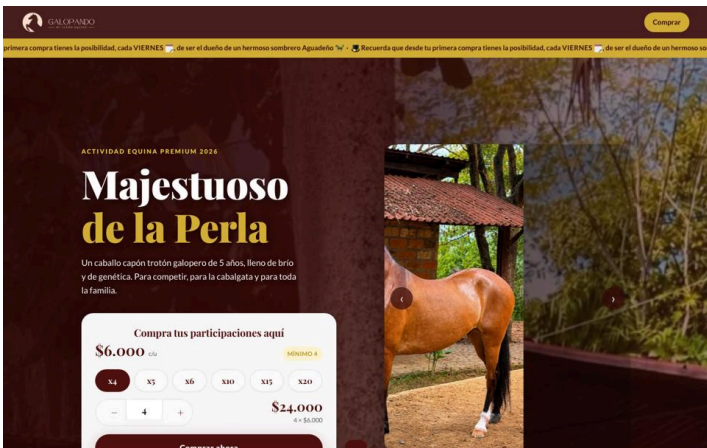


Servicio de Impresión 3D:
Crea lo que imaginas, sin límites ni barreras

Layer3D

3D printing · Colombia

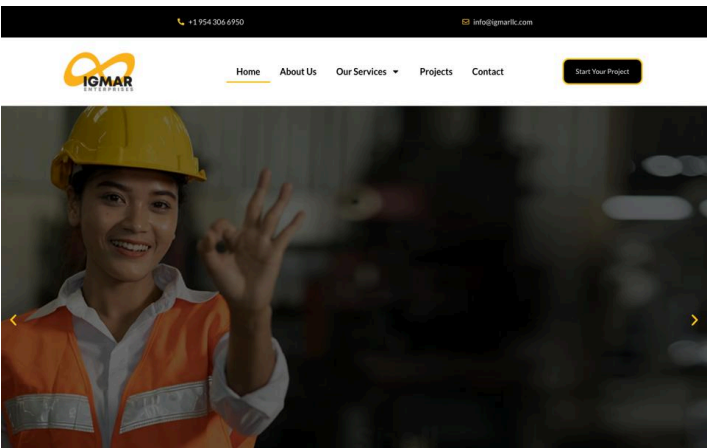
Catalog · WooCommerce



Galopando

Equine events · Colombia

WooCommerce · custom plugin



IGMAR LLC

Construction · South Florida

Booking · interactive maps

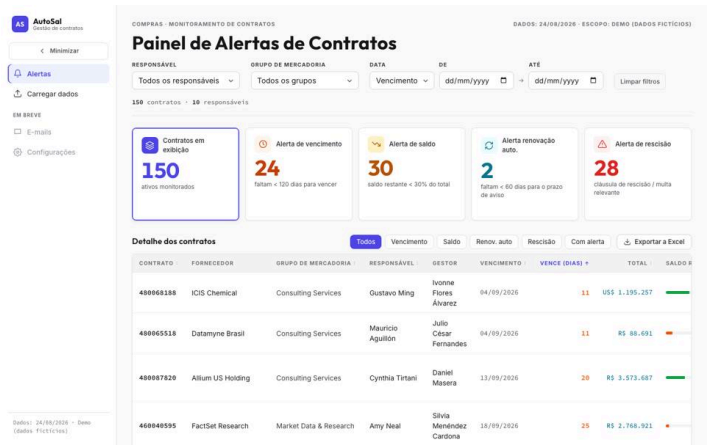
APPS, TOOLS AND INTERACTIVE EXPLAINERS



El camino del cliente

Scrollytelling explainer

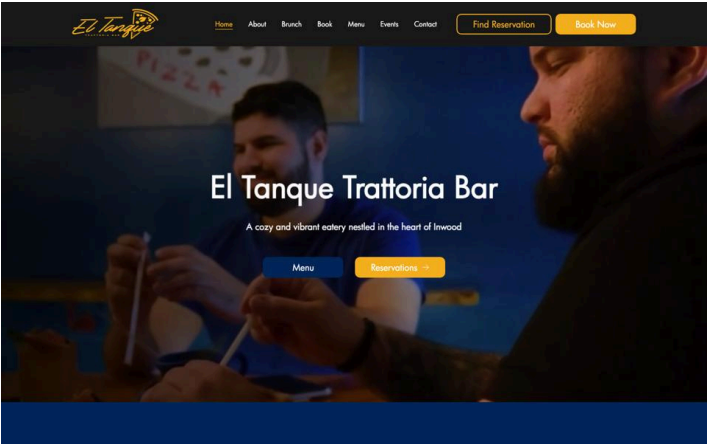
Hand-coded HTML/JS · training format



Contract Alerts Dashboard

Procurement tool (demo data)

Expiry, balance and renewal alerts



El Tanque Trattoria

Restaurant · New York

Next.js · menu · reservations

TOOLS AND RFQ AREAS

The technical areas from RFQ IRI2026Global01 that this work covers directly.

16 Graphic Design	10 Editing	4 Communications
41 Technology for Democracy and Governance		

Editorial and graphic

InDesign, Illustrator, Photoshop, CorelDRAW. Multilingual layout including Arabic (RTL), PDF/X-1a print files, data graphics, infographics, motion and video editing.

Web

WordPress (custom themes, ACF, Gutenberg, WooCommerce, page builders), HighLevel, HTML, CSS, JavaScript, PHP, React, Next.js, technical SEO, Google Analytics and Tag Manager.

Working style

Spanish (native), English (professional). Remote collaboration with U.S. teams daily. Figma, Adobe XD, Microsoft Office, ClickUp, Asana.

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IRI samples are program materials, shown with the program and year.