LUIS FRAGOSO

Graphic, editorial & web designer · Development and automation

Luis Guillermo Fragoso Gonzalez
Bogotá, Colombia · UTC–5 · Remote
luisgui.83@gmail.com · +57 305 328 1312
luisfragoso.site · linkedin.com/in/luis-fragoso-03936792

PROFILE

Designer and developer with 8+ years of professional experience, working where editorial and graphic design meet web building. I turn manuscripts and data into print-ready multilingual publications, event identities, infographics, data maps and video, and I design and build websites, web apps and automated systems in WordPress, HighLevel and custom code. I work remotely every day with U.S. teams and international development programs, handling deadlines, review rounds and donor requirements.

8+	80	2,800	150+	70+	25+
years of professional experience	publications and language editions	print-ready pages	IRI assignments since 2018	live websites maintained	own branding and web projects

EXPERIENCE

GoStaffy · Web Designer & Technical Solutions Developer (remote, U.S.) — Oct 2025 – present

- **Bulk deployment system** for HighLevel fed by Google Sheets and CSV: updating hundreds of landing pages went from weeks to minutes.
- **Maintain 70+ live** urgent-care websites (WordPress and HighLevel): performance, stability and technical SEO.
- **Four website proposals per month** for the U.S. sales team, from requirements to design and build.

International Republican Institute (IRI) · Independent Contractor — Mar 2018 – Jan 2025 · Feb 2026 – present

Graphic and editorial design and print production · Latin America & Caribbean Division and Women's Democracy Network · Colombia, Peru, Bolivia, Ecuador

- **Publications:** 80 publications and language editions (8–193 pp; ≈2,800 pages) in 5 languages, including Arabic (RTL) and Thai, from manuscript to PDF/X-1a print files: toolkits, handbooks, training modules and reports for legislators, municipal and youth councils, political parties and women leaders.
- **Territorial template systems:** 39 documents for 11 Colombian municipalities (social oversight guides, women's public policies, migrant service routes), each series consistent while adapting local data, maps and partners.
- **Events:** identities and production for 15+ forums and exchanges: invitations, agendas, backings, roll-ups, badges, merchandise and 800+ personalized certificates and invitations.
- **Communications and video:** infographics, one-pagers, social media pieces and 50+ edited videos, explainers and animated invitations, with subtitles and English versions.

Technology for democracy and governance — 2020 – 2026

- **Online election platform** for Colombia's Women Mayors Network, with the Colombian Federation of Municipalities: nominations, profiles, secret ballots for 133 mayors in 5 regions and live results.
- **Development plans microsite** under gov.co covering Colombia's 32 departments: wireframes, MVP, production build and 280+ custom icons.
- **"Colombia and Migration Management" web app** presented to the National Endowment for Democracy board (2023): interactive map, timeline and bilingual documents.
- **"Electoral Risk Maps and Factors, CITREP 2026"** for the Misión de Observación Electoral (MOE): layout of the 36-page report with about 10 risk maps, plus its download portal.

Fragoso Design S.A.S. · Founder, independent design and web studio — Nov 2018 – present

- **25+ branding and web projects:** member portals and the "Faro Express" bulletin for the Latin American Compliance Network (RedCump) and Ético; the website of Fundación Juntos Se Puede, which supports Venezuelan migrants; booking and appointment systems; online stores and corporate sites.
- **Events and automation:** registration with CRM integration and automatic attendance certificates (9th National Radiology Seminar).

IMOCOM S.A.S. · Web Designer & Developer — Jan 2024 – Jan 2025

- 10+ corporate sites for the group's business units, a WooCommerce B2B store with 2,000+ products and ExpoIMOCOM, a virtual trade-show platform with registration, ticketing and streaming.

Knot · Nevato S.A.S. · SAM Tecnología en Contexto — 2017 – 2024

- UX/UI design and a shared design system for three mobile products; 10+ SEO-optimized WordPress sites; co-founder and design lead of a branding and web agency.

SKILLS AND TOOLS

Editorial and graphic: InDesign, Illustrator, Photoshop, CorelDRAW; multilingual and right-to-left layout; PDF/X-1a print files; data maps and infographics; visual identity; print production management.

Motion and video: editing, motion graphics and subtitling in horizontal, square and vertical formats.

Web: WordPress (themes, ACF, Gutenberg, Beaver Builder, Elementor, Divi, WooCommerce), HighLevel, HTML, CSS, JavaScript, PHP, React, Next.js, REST APIs; technical SEO, Google Analytics and Tag Manager.

UX/UI: Figma, wireframes, prototypes, design systems, usability testing.

Automation and AI: Google Sheets and CSV workflows at scale, automatic document generation, Mailchimp; Claude, ChatGPT and generative image AI.

Office and project tools: Word, Excel and PowerPoint; ClickUp, Asana, Trello.

EDUCATION

Universidad Nacional de Colombia
Industrial Design studies (2012–2016)
Systems Engineering studies (2008–2012)

LANGUAGES

Spanish: native

English: professional working proficiency (B2); daily written and spoken work with U.S. teams

CERTIFICATION

HighLevel (GHL) Specialist

Portfolio: luisfragoso.site. IRI figures are counted from the 2018–2024 project archive and the 2026 deliverables, using the final version of each document. All IRI material is the property of the International Republican Institute.