# Fabio Estellita

Senior Brand & Digital Designer

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## ABOUT

I design brand and design systems for data and technology companies, from positioning to the components teams ship with. Seven years at Netquest/GfK/NIQ: three rebrands across Europe and the Americas, and the design systems behind two of them. Now working independently with Grupo Macro on Goatable.

## SELECTED IMPACT

- Featured on Brand New for the Nicequest rebrand
- 82% of panelists identified with the new Nicequest claim "Who you are matters" (N=4,000, 8 countries)
- Visit-to-form conversion doubled from 0.21% to 0.44% on the new Netquest website
- 1,676 SQLs on the new Netquest inbound system, 2x the annual target, 876 from owned channels
- Landing page time-to-publish from 7+ days to under 1 day after the HubSpot design system rollout
- 75% satisfaction and 85% positive usability on the Evolv portal (AskGfK Austria, N=751)

## EXPERIENCE

**Brand & Product Designer, Freelance · Grupo Macro (Goatable), Rio de Janeiro, remote** August 2026 – Present

Brand and product design for Goatable, Grupo Macro's AI agent platform for sales, collections and customer service. Working directly with leadership.

- Led the identity end to end in eight weeks for the public debut at Febraban Tech: symbol, wordmark, colour, typography, verbal system, co-branding and Brand Book
- Set the brand architecture first: Goatable leads, Macro endorses
- Now leading UX, UI and the design system for the platform
- First AI-first project: rebuilt the product design system from approved screens with Claude, each component with code, documentation and a ready prompt for new screens
- Kept a separate semantic palette so product states have a fixed meaning, apart from brand colour

**Head of Design · Brand & Digital · Netquest · GfK · NIQ, Barcelona** February 2018 – July 2025

Progressed from Senior UI Designer to Head of Design in the Marketing & Experience Team. Led brand and design across the full Netquest (B2B) and Nicequest (B2C) customer journeys, from awareness to retention, and One Panel (eight markets). Five direct reports: hiring, objectives, performance reviews and critique as a standing practice. Worked with Growth, Product, Engineering, Marketing Automation, Legal and regional leadership across Europe and Latin America.

**Nicequest · Rebrand (B2C)**

- Led the rebrand end to end, from strategic insight to rollout across 30 countries
- A five-second drawing exercise showed most people remembered a spiral, not the 2005 shell. The new mark evolved the shell into that spiral
- Defined the claim "Who you are matters", moving the brand from data collection to a relationship of trust
- Redesigned recruitment landing pages, with A/B testing on copy and conversion flows
  **Impact** 82% identification with the claim · 90%+ felt their data was protected · Featured on Brand New

**Netquest · Brand, design system and inbound engine (B2B)**

- Separated brand expression from the product. Under the Symphony of Data concept, the dancer replaced dashboards as the core visual metaphor
- Ran identity, a HubSpot-native design system and the site rebuild in parallel, launched together across web, campaigns, CRM, social, motion and out of home
- Co-led the inbound engine with Growth: homepage as a router by profile and use case, outcome-led service pages, persona-based email
- Made the business case and secured budget for a user testing licence, to decide on observed behaviour
- Formalised NTOV, the tone of voice framework built on clarity, simplicity, accessibility and human voice
  **Impact** Conversion 0.21% → 0.44% · 1,676 SQLs, 2x target · Landing pages from 7+ days to under 1 day

**One Panel · Global brand architecture and design system (8 markets)**

- Chose to build on Nicequest over a new brand or extending GfK's B2B brand, based on existing trust with panelists
- Built a tokenised design system with shared components, Figma libraries and Storybook documentation for engineering, over two years
- Made the system multi-brand: the same components carried the Evolv, GfK and NIQ identities
- Presented and defended the system directly to C-level leadership, through several layers of approval
- Aligned Product, Engineering, Legal and Panel Operations across eight markets
- When leadership reversed the brand direction, only token values changed, not components

  **Impact** 75% satisfaction · 85% usability (AskGfK Austria, N=751) · Two-year programme, 2022–2024

**Across both brands · Governance and campaigns**

- Set up brand governance for both brands: brand books, guidelines, a shared asset library and a support channel for internal teams and agencies
- Gave design direction to Marketing's 2024 campaigns, which produced 2,000 creative variations and lifted B2C click-through rate by 25%

**Earlier experience**

UI & Graphic Designer · Sfy / Soft for You, Barcelona — February 2015 – February 2018

Designed and validated digital experiences across web, mobile, Apple TV and emerging platforms including Google Glass and Microsoft HoloLens.

Graphic Designer · CBA Graell, Barcelona — December 2014 – February 2015

Graphic Designer · Macro Agency, Rio de Janeiro — March 2009 – March 2014

Graphic Designer · Rio de Janeiro City Hall — February 2006 – January 2009

Junior Graphic Designer · Nobrasso Agency, Rio de Janeiro — July 2004 – January 2006

## EDUCATION

Master's in Innovation & Design Thinking · BAU Barcelona

Master's in Brand Management · Elisava

## SKILLS

Brand Strategy · Visual Identity · Brand Architecture · Creative Direction · Design Systems & Tokens · Product Design · UX/UI · Conversion Design · Usability Testing · AI-assisted Design (Claude) · Figma · Adobe Creative Suite · After Effects · HubSpot CMS

## LANGUAGES & LOCATION

Portuguese (Native) · Spanish (Fluent) · English (Professional)

Based in Barcelona · Open to hybrid and remote roles