



# Víctor Álvarez Arratia

modulo75.com

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[Linkedin Profile](#)

Design leader with 15+ years of experience creating and leading digital products and design teams. Expertise in UX/UI, interactive experience, and product strategy, with a focus on delivering scalable, high-quality solutions that drive user value and business impact. Experienced in leading end-to-end design initiatives and integrating AI workflows to improve ideation, prototyping, and product development.

## Work Experience

Jun 2010 - Present

**Digital Nomad S.L. - Madrid / Paris**

### Lead Product Designer / Head of Design

Led all design initiatives in a fully strategic design function, managing UX/UI and product design across web and mobile platforms. Collaborated closely with product managers and developers to define digital strategies aligned with both user needs and business goals. Introduced scalable design systems and AI-enhanced workflows to improve design efficiency and product quality.

Mar 2001 - Jun 2010

**Módulo75 - Madrid**

### Founder & Design Director / Executive

Co-founded and led a multidisciplinary design studio delivering interactive web experiences, Flash animations, motion graphics, and corporate identity. Managed client relationships and project execution while contributing hands-on as designer and animator, pioneering approaches that would later evolve into modern UX/UI and digital product design practices.

Mar 2000 - Jun 2001

**Brandmedia - Madrid**

### Interactive Art Director

Designed early interactive web experiences at Brandmedia, a pioneering digital advertising startup in Madrid. Created websites, digital campaigns, and interactive marketing content, contributing to approaches that anticipated modern UX and digital product practices.

Jun 1998 - Mar 2000

**INICIA - PRISA Group - Madrid**

### Interactive Designer

Contributed to the concept and design of the INICIA content and communications portal within PRISA Group. Led the design of digital experiences across vertical portals for key brands, including El País, AS, and Grupo Santillana, supporting the consistency and evolution of their digital ecosystem.

## Skills

### Design & Tools

- Figma (advanced)
- Adobe Creative Suite
- Affinity Suite

### AI & Emerging Tools

- Claude Code
- Google AI Studio
- Stitch
- Higgsfield...

### Project Management & Agile

Project planning and team coordination tools, Agile methodologies

### Additional Skills

Branding and Graphic Design, Motion Graphics, Illustration & Sketching

## Languages

### Spanish

Native or bilingual proficiency

### French

Native or bilingual proficiency

### English

Professional working proficiency

## Education

### School of Art & Design nº 10

1994 - 1998 - Madrid

Design, Graphic Design, Interactive Design, Art.

[artediez.es](http://artediez.es)