



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 - Mar 2026

Digital Nomad S.L. - Madrid / Paris

Head Product Designer

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

French

Bilingual

English

Professional proficiency

Education

School of Art & Design nº 10

1994 - 1998 - Madrid

Design, Graphic Design, Interactive Design, Art.

artediez.es