

# Mathieu Fortune

Senior Product Designer

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## Summary

Versatile Sr. Product Designer with 12 years of experience crafting intuitive, accessible digital solutions across SaaS, B2B, and B2C platforms in Climate Tech, HealthTech, EdTech, and E-commerce. Experience spans boutique design studio ownership, startup co-founding, and in-house product design roles. Consistently translates complex business requirements into user-centric designs, driving revenue growth and increasing user satisfaction. Adept at leading remotely distributed cross-functional teams, having successfully launched multiple products from concept to market in fast-paced, agile environments. Proficient in design systems, user research methodologies, and data-driven decision-making. Combines strong visual design skills with a deep understanding of front-end development. Committed to mentoring junior designers and fostering a learning culture. Aim to leverage diverse skillset and entrepreneurial mindset to drive product excellence and business growth in a mission-driven organization.

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## Experience

### Senior Product Designer | Carbon Direct

December 2023 - August 2024, Remote

Led design initiatives for a climate tech startup delivering science-based carbon management solutions for governments and businesses.

- Delivered Figma designs for dashboards, data visualizations, and AI solutions driving \$750K in new revenue and 15% increase in internal efficiency (~450h saved annually).
- Established design culture, implementing design thinking, hand-offs, and QA processes.
- Facilitated product vision workshops and future roadmap planning using Miro.
- Conducted end-to-end UX research, leveraging Dovetail, Tableau, and DataDog.
- Collaborated with climate scientists to ensure alignment with carbon accounting and ESG reporting standards.

### Senior Product Designer | Mentor Collective

April 2021 - September 2023, Remote

Drove product design for Ed-Tech startup providing a SaaS platform and personalized support to bridge the equity gap in higher education, serving 2 million users across 200+ institutions

- Redesigned a B2B2C platform, boosting user engagement by 116% within a year through improved accessibility (WCAG AA), optimized UI, and user-centered features.
- Developed a company-wide design system, standardizing practices and boosting productivity across 3 product and engineering teams.
- Led UX research (40+ interviews, treemapping, journey maps, surveys) leveraging Pendo.io and Dovetail, driving data-informed product improvements.
- Delivered end-to-end design solutions using Miro and Figma, from ideation to launch and beyond, fulfilling both user needs and business objectives.
- Collaborated with fully remote, globally distributed teams, ensuring cohesive project execution.
- Mentored junior designers and cross-functional team members via workshops and book clubs fostering a culture of continued learning and feedback.

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## Experience

### Part 2

#### **Co-Founder & Chief of Product | MoGraph Mentor**

January 2019 - April 2022, Remote

Co-founded an Ed-Tech startup, empowering 50,000 motion designers through group mentorship and specialized courses.

- Led end-to-end development of a B2C learning platform, integrating a marketing website, on-demand courses, and live group mentoring.
- Managed a cross-functional team of 2 marketers and several content creators, orchestrating the go-to-market strategy for 10 new offerings.
- Developed product roadmap based on market trends, user data, and KPIs, aligning with business goals and long-term vision.
- Scaled business to six-figure annual revenue within three years, leveraging expertise in product management, design, development, and marketing.

#### **Founder & Senior Design Consultant | Inventive Format**

August 2018 - July 2022, Miami, FL

Led boutique design studio, delivering strategies and technical solutions for SMEs & startups.

- Executed 20+ design and development projects, focusing on user needs and client objectives, contributing to an estimated \$700K in client revenue.
- Provided strategic guidance and execution on product development and brand identity, including logo design, visual identity systems, and market positioning.
- Collaborated with in-house Agile teams as UX designer and front-end developer.

#### **Product Designer | Bakerly**

February 2018 - January 2019, Miami, FL

- Led user research and delivered web/mobile designs for the first e-commerce initiative.
- Maintained and optimized the marketing website, using front-end development skills (HTML, CSS, JS6).
- Contributed to packaging design and visual identity, using Adobe Creative Suite.

#### **UX & UI Developer | Self-employed**

January 2017 - January 2018, Remote (Europe, Asia, America)

- Delivered Agile UI/UX development services for international clients while traveling/living across three continents.

#### **User Experience Designer & Front-end Developer | 1001Pharmacies**

January 2015 - January 2017, France

- Established the UX practice for a web and mobile e-commerce marketplace, introducing workshops on user research methods like card sorting, personas, and journey mapping.
- Worked closely with marketers as a Front-End Developer to implement landing pages and tracking solutions, setting up A/B testing tools for continuous optimization.

#### **UI Developer | Publika**

January 2012 - January 2015, France

- Led the front-end development of an in-house CMS platform used by 30+ clients.
- Partnered with digital marketers to implement SEO best practices across client projects.
- Executed over 60 web and mobile projects for SMEs and individuals.

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## Education

### **Lean Startup & Running Lean Training** | Scopyleft

2016, Montpellier, France

### **Growth Hacking Certification** | Koudetat Family

2015, Montpellier, France

### **Associate Degree, Web Design and Development** | Objectif 3W

2012, Montpellier, France

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## Skills

### **Design & UX/UI Skills:**

Design Thinking | End-to-End Design | User Experience Design (UX) | User Interface Design (UI) | Interaction Design | Service Design | Web Design | Mobile Design | Responsive Design | Branding and Identity Design | Information Architecture | User Research | Usability Testing | A/B Testing | User Journey Mapping | Personas | User Flows | User Stories | Wireframing | Prototyping | Design Sprint Facilitation | Motion Design | Visual Design | Graphic Design | Typography | Color Theory | Web Accessibility (WCAG AA) | Design Systems | Figma | Sketch | Adobe Creative Suite | Miro | InVision | Pendo.io | Dovetail | Amplitude.

### **Product & Business Strategy:**

Strategic Vision | Business Strategy | Product Strategy | Go-to-market Strategy | Lean Startup | Market Research | Competitor Analysis | Product-Market Fit Analysis | Product Roadmap | Feature Prioritization | Backlog Management | Product Optimization | Monetization Models | Pricing Strategy | Product Positioning | Product Marketing | Growth Hacking | Retention Strategy | KPI Definition & Tracking | Quality Control | Risk Management | Product Leadership | Team Management | Stakeholder Management | Client Relations | Jira | Asana | Monday | Confluence.

### **Engineering Skills:**

Front-End Development | Agile Development | Lean UX | JavaScript ES6 | HTML | CSS | API | SQL | SEO | Kanban/Scrum | Git | CSS Preprocessors (Sass, Less) | Webpack | Bootstrap | Tailwind CSS.

### **Entrepreneurship & Leadership:**

Entrepreneurship | Leadership | Bootstrapping | Seed Startup | Growth Stage Company | Business Model Creation | Pitch Deck | Risk Assessment & Management | Change Management | Vision Setting & Execution | Team Building | Recruitment | Cross-Functional Collaboration | Communication | Stakeholder Management | Conflict Resolution | Mentoring | Coaching | Trello | Slack | Hubspot | Notion | Zoom | Excel | Word.