

# Mathieu Fortune

Senior Product Designer

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## Summary

- **Multidisciplinary Senior Product Designer with 12 years of experience** delivering user-centric, intuitive, and accessible digital solutions across Climate Tech, EdTech, E-commerce, and consumer-facing industries.
- **Proficient in B2C, B2B web apps, and SaaS platforms**, with a proven ability to excel in fast-paced startup environments.
- **Directed cross-functional teams** using agile methodologies, with a strong track record as both an individual contributor and manager.
- **Co-founder and boutique studio owner** with a background in front-end development, bringing a strategic mindset and entrepreneurial spirit to drive product development from concept to launch.
- Achieved success in **fueling business growth**, enhancing customer satisfaction, streamlining processes, and mentoring teams.
- Looking to contribute to **mission-driven companies** leveraging design and technology to create positive societal and environmental impact.

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## Experience

### Senior Product Designer | Carbon Direct

December 2023 - August 2024, Remote

Climate tech startup delivering science-based carbon management solutions to governments and Fortune 500 companies worldwide.

- Produced Figma designs for dashboards, data visualizations, and AI solutions driving \$750K in new revenue and 15% increase in internal efficiency (~450h saved annually).
- Instilled a design culture by implementing structured design hand-offs and QA processes, ensuring design integrity throughout the development phase and reducing rework.
- Drove product vision workshops, implementing structured roadmap planning that improved prioritization and reduced project backlog issues.
- Executed comprehensive UX research, leveraging Dovetail, Tableau, and DataDog.
- Partnered with climate scientists, ensuring product features met carbon accounting and ESG standards, resulting in enhanced product credibility and trust with clients.

### Senior Product Designer | Mentor Collective

April 2021 - September 2023, Remote

EdTech startup offering a SaaS platform and personalized support to bridge the equity gap in higher education, serving 2 million users across 200+ institutions in the U.S.

- Revamped a B2B2C platform, boosting user engagement by 116% within a year through improved accessibility (WCAG AA), optimized UI, and user-centered features.
- Implemented a scalable company-wide design system adopted by 30+ team members across three product teams, ensuring consistency and reducing redundancy in design output.
- Orchestrated UX research (40+ interviews, treemapping, journey maps, surveys) leveraging Pendo.io and Dovetail.
- Delivered end-to-end design solutions using Miro and Figma and collaborated with remote-first, globally distributed teams to launch 7 major product features.
- Mentored 2 junior designers and 5 cross-functional team members through workshops and structured learning initiatives.

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## Experience

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

January 2019 - April 2022, Remote

EdTech startup empowering 50,000 motion designers globally through group mentorship and specialized courses.

- Headed end-to-end development of a B2C learning platform, integrating a marketing website, on-demand courses, and live group mentoring.
- Boosted business performance, leading to six-figure annual revenue within three years, leveraging expertise in product management, design, development, and marketing.
- Managed a cross-functional team of 7, driving the go-to-market strategy for 15 new offerings, accelerating time-to-market and improving product launch efficiency.
- Strategized product roadmap based on market trends, user data, and KPIs, aligning with business goals and long-term vision.

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

August 2018 - July 2022, Miami, FL

Boutique design studio providing strategic and technical solutions for SMEs and startups.

- Executed the design and development of 20+ projects, contributing to an estimated \$700K in client revenue.
- Delivered strategic guidance and execution on product development and brand identity, including logo design, visual identity systems, and market positioning.

### **Product Designer | Bakerly**

February 2018 - January 2019, Miami, FL

- Spearheaded UX research, design, and implementation of Bakerly's e-commerce platform, creating a scalable direct-to-consumer sales channel that expanded revenue potential.
- Developed and optimized main marketing website, increasing site performance by an estimated 20%, while enhancing SEO.
- Contributed to packaging design for 5 new product offerings, using Adobe Creative Suite.

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

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

- Integrated into Agile teams as UX designer and front-end developer, streamlining workflows, filling skill gaps, and boosting productivity, resulting in accelerated project timelines.

### **UX Designer & Front-end Developer | 1001Pharmacies**

January 2015 - January 2017, France

- Pioneered the UX practice for a web and mobile e-commerce marketplace, introducing workshops on user research methods like card sorting, personas, and journey mapping.
- Collaborated extensively with marketers as a Front-End Developer to implement 10+ landing pages and tracking solutions, setting up A/B testing tools for continuous optimization.

### **UI Developer | Publika**

January 2012 - January 2015, France

- Managed 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.
- Completed over 60 successful web and mobile projects for SMEs and individuals, contributing to improved client satisfaction and business outcomes.

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## Education & Training

### **Aha! Product Management Professional Certificate** | LinkedIn Learning

Issued Oct 2024

- Strategic planning, roadmapping, and core product management skills to drive product success.

### **Atlassian Agile Project Management** | LinkedIn Learning

Issued Oct 2024

- Mastering Agile practices using Jira Software, learning essential Agile concepts and techniques, and improving team efficiency and effectiveness in project management.

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

Issued 2016

### **Growth Hacking Certificate** | Koudetat Family

Issued 2015

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

Issued 2012

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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 | 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 | Team Management | Stakeholder Management | Client Relations | Jira | Asana | Monday | Confluence.

### **Engineering Skills:**

Front-End Development (HTML, CSS, JavaScript) | SEO | Agile Development (Kanban, Scrum) | CSS Preprocessors (Sass, Less) | Git | API Integration.

### **Entrepreneurship & Leadership:**

Entrepreneurship | Leadership | Bootstrapping | Seed Startup | Growth Stage | 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.