

MATHIEU FORTUNE

Ready to bring value to any team looking for an experienced and polyvalent Product Manager

Growth specialist with past experiences in product web design, web engineering, and digital marketing (+8 years). My creative skills, technical depth, and well-honed marketing skills allow me to tackle a diversity of challenges. I thrive in cross-functional teams where my communication skills and sets of expertise helps drive new features, solve user problems and facilitate interactions with executives stakeholders.

EXPERIENCES

CTO, Growth Lead | Co-Founder, *MoGraph Mentor*

01/2019 — present

- MoGraph Mentor is an online school in Motion Design.
- Helping this former side business reach the \$1M revenue goal in 2020 to become the next big actor in its industry. In charge of designing and engineering solutions to solve user problems and drive growth as well as leading the digital strategy to reach new audiences.

Web & Branding Consultant | Owner, *Inventive Format*

08/2018 — present

- Owner of Inventive Format an independent web and branding consultancy.
- I work with small to medium businesses as well as agencies around web brand strategy, web development, UX design, graphic design, and e-commerce conversion optimizations.

Freelance Web Designer/Developer, *Self-Employed*

01/2017 — 02/2019 (2 years 2 months)

- Worked as a remote freelance UX designer and Front-end web developer. First as a digital nomad (SE Asia, Europe) and lately as a permanent resident in Florida, USA.
- My multi-discipline expertise allowed me to work on a variety of projects from concept to launch. Mainly helping small to medium businesses with their web presence and branding.

User Experience Engineer, *Bakerly*

02/2018 — 10/2018 (9 months)

- Bakerly is a food & beverage start-up producing and selling deli bakery product both in retail and online stores.
- In collaboration with the marketing director and sales team, I was leading the user research and providing design and web development support to help grow the online sales, the digital presence of the brand and sign new deals with retail stores. In addition to the Art Director, I was the go-to person for everything related to design in the company (packaging, merchandising, sales material, etc).
- With the start-up mentality and executive approval, I was able to take responsibility and influence the projects I was assigned on.

UX designer — Front-End developer, *1001pharmacies.com*

01/2015 — 01/2017 (2 years)

- Successful e-commerce start-up specialized in pharmaceutical and cosmetics products.
- Worked in a fast-paced Agile environment with a Lean UX approach of projects (MVP, short feedback loops with users and the team). Assigned on a user-centric redesign of the e-commerce website as Front-end Developer & UX Designer. Provided the marketing team with the proper research and tools to get to the root of any problems.
- Animated workshops revolving around UX and Web subjects to improve team awareness and communication.

Front-End developer, *Publika*

01/2012 — 01/2015 (3 years)

- Digital agency focused on tailored website development and SEO for small to medium businesses.
- I was in charge of the Front-End web development of client's website in various industries (fashion, real estate, food, tourism, etc). Also support of smaller web design tasks (animations, components).
- I was responsible for teaching clients how to manage their websites alongside with the project manager.

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🌐 <https://mathieufortune.github.io>

📍 Willing to relocate anywhere

EDUCATION & CERTIFICATION

- Growth Hacking, Koudetat Family Paris (2015)
- Agile Scrum & Kanban Certification (2015)
- Associate Degree - Web Designer/ Developer, Objectif 3W School (2011)

I HAVE

- Passion for my work
- Great communication and collaboration skills
- High self-motivation in working individually and closely with others
- Positive attitude and open mind
- Pragmatic point of view
- ROI driven approach
- Expertise in HTML, CSS and Javascript languages
- Experience in responsive web design, cross-browser coding techniques and troubleshooting
- Ability to lead user research, design ideation and implementation
- Strong sense of design theory and typography
- Successful experience in E-commerce start-up environment
- Experience in web digital agency

SKILLS

Web Technologies

HTML/CSS	Sass	Agile SCRUM
Javascript	Webpack	Gulp
Design System	A11y	
Performances		

UX/UI design

Adobe CC	Sketch	Invision
Design Thinking	A/B tests	
User Research	Information Architecture	
Lean UX	Usability Testing	
Responsive web design	Motion design	

Extra / Soft Skills

Growth KPIs	Digital Marketing	
Leadership	Empathy	Communication
Well Organized	E-commerce	Branding

SOCIALS

🐦 <https://goo.gl/45GxPw>

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