

MATHIEU FORTUNE

WORK EXPERIENCE

Product Manager & Co-Founder

MoGraph Mentor - Online education start-up

Jan 2019 - Present
Remote, based in Denver CO

As Product Manager and Co-Founder of an online education start-up, beyond managing all elements of the Product Development lifecycle, my responsibilities also include product pricing, marketing, and support.

- Perform market assessments
- Lead customer research and data analysis
- Establish product roadmap planning and feature prioritization
- Translate business-to-technical requirements
- Design wireframes, prototypes, and UI interfaces
- Perform technical implementations
- Drive go-to-market and product marketing strategy
- Manage a cross-functional team of 4 (marketers and creatives)

In the first year, my actions resulted in increased monthly revenue by +75%, website traffic by +171%, and active customer count by +147%.

Web Consultant

Inventive Format, Web & Branding Consultancy

Aug 2018 - Present
Miami, FL

Serve as web consultant for small and medium businesses. My responsibilities include market assessments, user research, web design, web development, digital marketing strategy, mentoring, and training.

- Perform user research and market analysis to inform business and product strategy direction
- Deliver elegant design solutions and performant technical solutions
- Mentor and train internal teams on product design and engineering topics

Led and collaborated on more than 20 projects with small and medium businesses resulting in +\$700K of global generated revenue over three years of activity.

Product Designer

Bakerly - Food & beverage start-up

Feb 2018 - Jan 2019
Miami, FL

Reporting to Marketing Director, responsibilities included user research, product design, packaging design.

- Lead user research and competitor analysis to inform internal teams.
- Present product design ideas to cross-functional teams and senior leadership
- Design and develop eCommerce solutions (websites, newsletter templates, graphic design)

UX/UI Developer

Freelance

Jan 2017 - Jan 2018
Remote

Working as a remote freelance UI/UX Developer while traveling through Europe, SE Asia, and the US. Responsibilities included user research, web design, web development, and print design missions for small to medium businesses.

UX Designer

1001Pharmacies.com - e-Commerce start-up

Jan 2016 - Jan 2017
Montpellier, France

Working in a flat organization and attached to an Agile engineering team. Responsibilities included researching, eCommerce product design, user testing, and front-end development support.

- Perform user research and user testing to inform the development of a V2 of the eCommerce marketplace.
- Establish research and data reports to inform Product Owner and internal stakeholders decisions
- Design wireframes and prototypes for the new eCommerce marketplace
- Work closely and support engineering teams on front-end development tickets

Front-End Developer

1001Pharmacies.com - e-Commerce start-up

Jan 2015 - Jan 2016
Montpellier, France

Reporting to the CTO and working within the engineering team, responsibilities included maintaining the front-end stack of eCommerce platforms and collaborating with the marketing team to design and develop tools to support growth.

UI Developer & Designer

Publika - Web and marketing agency

Jan 2012 - Jan 2015
Montpellier, France

Reporting to the Technical Project Manager, responsibilities included designing and developing pixel perfect front-end web solutions, ensuring QA, establishing project quote and specs, and assisting project delivery and demo to the clients.

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CERTIFICATION & EDUCATION

Growth Hacking Certification

[Koudetat.co](https://koudetat.co), 2015

Agile Scrum & Kanban

Stephan Langlois & Pablot Pernot, 2015

Associate Degree - Web Design & Development

Objectif 3W School - France, 2011

SKILLS

Product Management Skills

Product Management
Strategic Thinking
Leadership Skills
Interpersonal Skills
Agile Scrum/Kanban
LEAN Start-up
Data Analysis
Feature Prioritization
JIRA/Trello

Technical Skills

HTML & CSS
Javascript
SQL
PHP
Versionning
API
JSON

Design Skills

Design Thinking
User Research
Wireframing
Prototyping
Visual Design
Interaction Design
Motion Design
Figma/Sketch/Adobe XD

Marketing Skills

Growth Hacking
Email Marketing
Inbound Marketing
Marketing Automation
Adwords/Social Media Ads
Search Engine Optimization

LANGUAGES

English
French