

MATHIEU FORTUNE

Accomplished product designer/developer (8+ years) with strong knowledge in marketing, growth and business strategy. Proven ability to effectively lead projects, communicate with teams and stakeholders to deliver successful products. Passionate about using user insights and data to inform strategic improvements and inspire passionate individuals to perform at their highest potential. Thrilled by the opportunity to use hard-earned skills to transition into an exciting new role.

EXPERIENCE

MoGraph Mentor

Co-Founder - CTO & Senior Product Designer

*Miami, FL
Jan 2019 - Present*

MoGraph Mentor is an online school for motion design. Through mentorship and on-demand training, we offer an alternative to traditional Art school. Responsibilities include R&D of e-learning platform, direct marketing strategy, customer happiness, and data analysis.

- Lead redesign of e-learning platform to deliver better user experience and increase revenue.
- Establish a social media strategy that generates revenue and traffic growth by up to +30%
- Improve KPIs tracking and data collection to measure success and inform feature development
- Refine email automation to generates growth and delivers a better user experience
- Engage with customers by animating our community and answering customer questions
- Centralize documentation, roadmap, and processes to streamline communication and productivity

Inventive Format

Owner - Web/Branding Consultancy

*Miami, FL
Aug 2018 - Present*

Founder of a web/branding consultancy helping small to medium businesses to better communicate the value of what they do. Responsibilities include using my experience and skills to deliver quality consulting, design product features and communicate with clients to lead projects to success.

- Plan business and growth strategies
- Orchestrate social media and marketing strategies
- Revamp branding to help attract new audiences
- Design and develop web solutions
- Coordinate and delegate projects with freelancers
- Mentor design and software development employees

Bakerly

Product Designer

*Miami, FL
Feb 2018 - Aug 2018*

Bakerly is a French start-up in the food and beverage industry. Reporting to marketing director, responsibilities included user research, product design, packaging design, and eCommerce optimizations.

- Established user persona profiles to help Executives' decision making
- Designed website interfaces and packaging design to launch new product lines
- Built eCommerce sales strategy and Amazon sales page in collaboration with eCommerce Director
- Implemented process and documentation to streamline communication between services
- Trained sales and marketing teams on web technologies

Freelance, Self-Employed

UX/UI Developer

*Around the world
Jan 2017 - Jan 2018*

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

- Oversaw digital marketing strategy and website development of an import/export company that helped the client advocate his business during investor negotiations
- Led creation of a website to serve multi-cultural audience in tourism industry
- Diagnosed usability and performance issues that enabled growth of website traffic and generated more sponsorship deals with brands
- Coordinated redesign and development of a real estate website in an Agile Scrum workflow

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EDUCATION & CERTIFICATION

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

SKILLS

Interpersonal Skills

Management | Written Communication | Strategic Thinking | Leadership | Public Speaking | Agile Scrum | LEAN Start-up | Kanban | Design Thinking | Empathy | Project Planning | eCommerce | Team Work

Web Technologies

HTML & CSS | Sass | Javacript | Webpack | Gulp | SQL | PHP | Git | A11y | CMS | Cross-Browser Compatibility | API | JSON | Web Performance | Static Site Generator

UX Skills

User Research | Information Architecture | Usability Testing | Interaction Design | Responsive Web Design | Brand Strategy | A/B Tests | Prototyping | Wireframing | Adobe CC | Sketch App

Marketing Skills

Email Marketing | Inbound Marketing | Content Marketing | Marketing Automation | Data Analysis | Competitor Analysis | Product Market/Fit Evaluations

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1001Pharmacies.com

UX Designer

1001pharmacies is a successful VC backed e-commerce start-up specialized in pharmaceutical and cosmetics products. The company transitioned to a flat hierarchy and adopted Agile methodologies. Responsibilities included user research, eCommerce website design, user testing, and web front-end code development.

- Delivered user researches and quantitative data analytics to inform PO and stakeholders
- Redesigned eCommerce interfaces via collaborative prototyping tool and wireframes
- Created a new brand identity with the Creative Director
- Remodeled front-end code base of eCommerce platform during pair-programming sessions
- Cultivated company values throughout every Agile Scrum rituals
- Promoted teamwork results and progress reports during Sprint demo presentations
- Inspired team member and design enthusiast by sharing knowledge at meetups and workshops

1001Pharmacies.com

Front-End Developer

Reporting to the CTO, responsibilities included maintaining front-end stack of eCommerce platforms, collaborate with the marketing team on designing and developing tools to support growth goals.

- Reduced technical debt by performing front-end code maintenance of V1 of eCommerce platform
- Boosted user base growth by delivering emailing and landing solutions to the marketing team
- Streamlined communication between marketing and technical team by providing mentoring and training

Publika Web Agency

UI Developer & Designer

Publika is a web agency. They specialize in custom made websites and SEO/SMO services. Reporting to the project manager, responsibilities included designing and developing pixel perfect front-end web solutions, ensuring Q/A, helping establish project quote and specs, assist project delivery and demo to the clients.

- Pioneered responsive user interfaces design for best user experience and search engines ranking
- Co-developed custom made PHP MVC framework used on more than 50 clients' projects
- Enforced code quality and pixel perfect design through QA testing
- Refined SEO positioning of clients' websites through rigorous optimizations
- Showcased ability to work in fast-paced, high-stakes projects
- Streamlined CMS documentation to facilitate project delivery
- Contributed to a casual but industrious work ethic in the agency

Montpellier, France
Jan 2016 - Jan 2017

Montpellier, France
Jan 2015 - Jan 2016

Montpellier, France
Jan 2012 - Jan 2015

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