Mathieu Fortune

Senior Product Designer

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Summary

Seasoned Product Designer with over 10 years of experience across start-ups and growth stage companies crafting E-commerce, SaaS and other consumer-facing products. I possess a unique blend of design proficiency, technical insight, and business acumen that enables me to lead collaborative initiatives to craft impactful, user-centered solutions that fuel business growth and elevate user satisfaction. I thrive when working from concept to delivery, partnering with cross-functional teams and collaborating closely with developers. My colleagues appreciate me for my founder mindset, detail-oriented approach, and commitment to team collaboration, with a focus on solving ambiguous problems and boosting revenue.

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Experience

Senior Product Designer | Mentor Collective
APRIL 2021 - SEPTEMBER 2023, REMOTE

Ed-Tech start-up, bridging the equity gap in higher-education by serving over 2M users across 200+ academic institutions with a SaaS platform.

- **SaaS Platform Overhaul**: Led redesign of the SaaS platform for both the B2C and B2B experiences, employing a mobile-first approach and adhering to WCAG AA standards.
- **Design Systems Creation**: Spearheaded creation of a company-wide design system, harmonizing design practices and boosting operational efficiency for both mobile and desktop experiences.
- **User Research**: Leveraged various user research methods to collect both quantitative and qualitative key insights into diverse user needs and preferences, informing the development of user-centric solutions.
- **End-to-End Design**: Delivered the full spectrum of design tasks, from conceptual wireframes to high-fidelity interfaces using Figma, aligning with user and business goals.
- **Cross-Functional Collaboration**: Contributed to a collaborative environment, working with globally distributed, remote cross-functional teams, including product managers and engineering.
- **Quality Assurance**: Ensured quality control for new feature deployments, upholding product excellence and user satisfaction.
- **Mentoring Junior Designers**: Provided mentorship and guidance to junior designers and cross-functional team members, fostering constructive feedback and a learning-oriented design culture.

Impact: Designed the extensive overhaul of the SaaS platform for both B2C and B2B experiences, following WCAG AA accessibility standards and mobile-first approach. This initiative resulted in a substantial 116% increase in user engagement and strengthened the platform's mobile experience. Implemented and maintained a design system used by 3 product/engineering teams across 20+ projects.

Skills: Ed-Tech, SaaS, WCAG Accessibility, Mobile-First Design, Design System, Cross-Functional Collaboration, Design Leadership, Remote Work, User-Centric Design, End-to-End Design, User testing, Figma, Asana, Jira, Quality Control, Product Development, B2C, B2B, Web Applications, Mobile Applications.

Co-Founder & Lead Product Designer | MoGraph Mentor
JANUARY 2019 - APRIL 2022, REMOTE

Co-founded an Ed-Tech startup helping motion designers develop their career by providing group mentorship and specialized curriculum, delivered by industry-leading professionals in Design and Animation.

- **Strategic Leadership & Product Development**: Oversaw the inception and evolution of MoGraph Mentor, wearing multiple hats spanning product development, design, development, marketing, and business strategy, contributing to the company's strategic direction and overall success.
- **Market & User Research**: Conducted market and user research, translating insights into a comprehensive and forward-looking product roadmap, driving product innovation and user-centered design.
- **Strategic Feature Prioritization**: Executed strategic prioritization of product features, shaping the product's trajectory and ensuring flexibility and alignment with user needs and business objectives.
- **Design & Technical Execution**: Led the end-to-end product creation with wireframes, prototypes, and user interfaces, managing technical implementations to bridge design and code, ensuring an optimal and user-friendly workflow and experience.
- **Content Curation & Collaboration**: Initiated strong collaborations with business partners and content creators to curate and deliver compelling, high-quality educational content, enhancing learner engagement and experience.
- **Cross-Functional Team Management**: Managed a cross-functional team of marketers and creatives, orchestrating go-to-market and product marketing strategies, fostering a cohesive and dynamic working environment.

Impact: Achieved six-figure revenue milestone within two years, impacting over 50,000 students and creating a vibrant and interactive learning community.

Skills: Co-founder, Start-up, Product Leadership, Product Design, Strategic Vision, Product Development, User-Centered Design, Market Research, Cross-Functional Collaboration, Feature Prioritization, Team Management, Go-To-Market Strategy, Product Marketing, Innovation, A/B Testing, Business Strategy, Figma, Jira, Trello, HTML, CSS, Javascript, API, Adobe Photoshop, Adobe Illustrator, Adobe After Effects.

Founder & Senior Design Consultant | Inventive Format
AUGUST 2018 - JULY 2022, MIAMI

Inventive Format was a web and branding consultancy, offering digital solutions catered to small to medium-sized enterprises, with a focus on driving brand visibility and business growth through innovative and user-centric digital strategies.

- **Strategic Market Research**: Conducted market research and gathered user insights to provide tailored services, including web design, development, and digital marketing strategies, addressing the unique needs of each client.
- **Client Education & Mentorship**: Educated clients about the latest web technologies, fostering digital literacy and empowerment. Mentored junior designers and marketers, cultivating a learning-centric environment.
- **End-to-End Project Execution**: Successfully executed over 20 projects, emphasizing research-driven, user-centered design and development approaches, ensuring the delivery of user experiences and alignment with

client objectives.

- **Digital Marketing Strategy**: Developed and implemented digital marketing strategies, enhancing brand visibility, engagement, and contributing to business growth.
- **Branding & Graphic Design**: Helped bring client's vision to life by providing branding and graphic design services, ensuring seamless alignment and realization of business objectives through tailored solutions.

Impact: Led collective efforts resulting in the generation of over $700K in revenue, showcasing tangible results and significant return on investment for clients.

Skills: Web Design, Graphic Design, UI/UX Design, Responsive Design, SEO Optimization, Branding, Content Management Systems (CMS), Digital Marketing, Project Management, Client Relations, Leadership, User Research, Visual Communication, Interaction Design, A/B Testing, Data Analysis, iOS, Android, Figma, Adobe Creative Suite, Full Stack Development, SQL, HTML/CSS, JavaScript, Consultancy, Market Research, User-Centered Design, Wireframing, Prototyping.

Product Designer | Bakerly
FEBRUARY 2018 - JANUARY 2019, MIAMI

At Bakerly, a French food & beverage start-up, I played a critical role in shaping the e-commerce initiative of the business by leading user research and designing web and mobile solutions while collaborating closely with Sales, Marketing and Product teams. Aside from my role as Product Designer, I also contributed to compelling package designs and the brand's visual identity.

Skills: Product Design, User Research, Competitor Analysis, Cross-Functional Collaboration, E-Commerce, Responsive Web Design, Visual Identity Design, Conversion Rate Optimization, Creative Vision Translation, Communication, Graphic Design, Brand Identity, Front-end development, HTML, CSS, Javascript, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro.

UX & UI Developer | Self-employed
JANUARY 2017 - JANUARY 2018, MIAMI

During travels across multiple continents, I offered freelance Agile UI/UX Developer services to a range of small- to medium-sized businesses, focusing on user research, web design, and web development.

Skills: User Research, Web Design, Web Development, Print Design, User-Centric Design, Business Problem Solving, Global Work Setting, Remote Work, Ui Design, UX Design, Cross-Cultural Communication, HTML, CSS, Javascript, Adobe Photoshop, Adobe Illustrator, Sketch.

User Experience Designer | 1001Pharmacies
JANUARY 2015 - JANUARY 2017, FRANCE
E-commerce start-up selling drugstore products, where I started as a Frontend Developer to quickly transition to User Experience Designer, working with a Lean and Agile engineering team. Played a key role in shaping a transformative V2 of the E commerce marketplace, conducting user research, creating data-driven reports, and developing front-end code, ensuring user-friendly experience and alignment with business needs.

Skills: User Experience Design, Interaction Design, Frontend Development, Lean UX, Agile Methodology, Responsive Web Design, Mobile, Desktop, User Research, Data-Driven Insights, Wireframes, Prototypes, Sketch, Cross-Functional Collaboration, A/B Testing, E-commerce, Design to Development, Internal Stakeholder Collaboration.

UI Developer | Publika

JANUARY 2012 - JANUARY 2015, FRANCE

Started professional career at Publika, focusing on web development, design, and marketing, playing a key role in converting creative concepts into precise, user-friendly web solutions. Responsibility included collaborating with project managers, marketers, and back-end developers, contributing to quality assurance, project planning, and client interaction, across diverse industries, to deliver pixel-perfect outcomes aligned with creative visions.

Skills: UI Development, Web Design, Marketing, SEO, SEA, Web Solutions, Mobile Solution, iOS, Android, Quality Control, Project Planning, Client Engagement, Cross-functional Collaboration, Pixel-Perfect Design, User-Friendly Solutions, Back-End Development, Agency Environment.

Education

Associate Degree, Web Design and Development | Objectif 3W
2011 - 2012, MONTPELLIER, FRANCE

Skills

User-Centered Design, Human-Centered Design, Design Thinking, Interactive Design, Visual Design, Interaction Design, Prototyping, Wireframing, Sketching, User Experience Design, User Interface Design, Information Architecture, Usability Testing, User Research, Qualitative / Quantitative Research, Design Systems, Brand Development, Graphic Design, Typography, Color Theory, Responsive Design, Mobile Design, Web Design, Illustration, Figma, Sketch, Adobe XD, Adobe Creative Suite, Mentorship, Stakeholder Management, Project Management, Cross-functional Collaboration, Communication, Product Lifecycle Management, Market Research, Product Strategy, Product Roadmap, Feature Prioritization, Backlog Management, Product Launch, Go-to-Market Strategy, Customer Journey Mapping, User Stories, Business Analysis, Competitive Analysis, ROI Analysis, Metrics and Analytics, Risk Management, Product Optimization, HTML, CSS, Javascript, React, jQuery, Bootstrap, SASS/LESS, Webpack/Babel, NPM/Yarn, Git, Cross-browser compatibility, SEO, SEA, Accessibility (WCAG AA), Agile Development, Kanban / Scrum, Leadership, Entrepreneurship

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Strengths

Founder mindset

Entrepreneurial spirit honed by founding a startup; adapts quickly, self-motivated, works autonomously, embraces ambiguity, drives innovation, and strategic prioritizations.

Cross-functional team collaborator

Skilled in communicating and collaborating with diverse teams thanks to my background as a freelancer, working in a web agency and founding a start-up; fosters collaboration, empathetic, bridges gaps between functions, aligns goals, and mentors junior team members.

Strategic Thinker

Design is not only about visual appeal. I always make sure to have a strategic approach to solve complex problems that also account for business needs and budget constraints; combine analysis, creativity, and foresight to navigate and optimize short- to long-term solutions.