

MATHIEU FORTUNE

Accomplished Head of Product & CTO (8+ years) with strong knowledge in marketing 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.

WORK EXPERIENCE

Co-Founder - Head of Product & CTO

MoGraph Mentor

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, marketing strategy, customer relation, and data analytics.

- Coordinate business strategy with CEO
- Develop strategy and plans for the e-learning platform, working closely with Creative Director and CEO
- Lead customer research and data analytics to inform product development
- Design wireframes, prototypes and UI mockups of new product features
- Develop and deliver product features in accordance with technical stack
- Manage digital marketing strategy (Social Media, PPC, SEO, Affiliates)
- Deliver data analytics and user insights to Creative Director to inform e-course roadmap
- Lead customer relationship and fidelity program
- Apply kanban and lean UX method to deliver best results

Generated +100% revenue growth in 6 months after launching new product features & marketing strategy
Decreased churn by implementing a series of UX optimizations, email automation, & web performances

Founder

Inventive Format

Miami, FL
Aug 2018 - Present

Founder of a web 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.

- Assist clients in planning of digital business and growth strategies
- Orchestrate social media and digital marketing strategies
- Revamp branding (Logo, website, print)
- Design and develop web solutions for clients
- Manage projects with freelancers
- Mentor design and engineering junior in companies

Delivered user research and designs that helped client increase revenue by +30%

Product Designer

Bakerly

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.

- Led user persona research and creation that helped marketing and sales in their decision making
- Designed website and packaging of new product lines with Creative Director
- Built eCommerce sales strategy and Amazon page in collaboration with eCommerce Director
- Planned process and documentation to streamline communication between services
- Trained sales and marketing teams on web technologies

UX/UI Developer

Freelance

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 user research, web design, development, and print design missions for small to medium businesses.

- Managed 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
- Performed usability and performance audit that enabled growth of website traffic and generated more sponsorship deals with brands
- Developed and executed redesign and development of a real estate website in an Agile Scrum development 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 | Javascript | 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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UX Designer

1001Pharmacies.com

Montpellier, France
Jan 2016 - Jan 2017

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.

- Led user researches and quantitative data analytics to inform PO and stakeholders
- Managed A/B tests of new product features
- Redesigned eCommerce website with collaborative prototyping tool and wireframes
- Created a new brand identity with the Creative Director
- Developed front-end code base of eCommerce platform during pair-programming sessions
- Led Scrum Master role on several sprints and supported PO role
- Promoted teamwork results and progress reports during Sprint demo presentations
- Inspired team member and design enthusiast by sharing knowledge at meetups and workshops

Front-End Developer

1001Pharmacies.com

Montpellier, France
Jan 2015 - Jan 2016

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

UI Developer & Designer

Publika Web Agency

Montpellier, France
Jan 2012 - Jan 2015

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 QA, helping establish project quote and specs, assist project delivery and demo to the clients.

- Designed and prototyped responsive user interfaces
- Developed in duo with back-end developer a custom made PHP MVC framework used on more than 50 clients' projects
- Led QA testing
- Optimized SEO positioning of clients' websites
- Showcased ability to work in fast-paced, high-stakes projects
- Streamlined, with project manager, CMS documentation to facilitate project delivery
- Contributed to a casual but industrious work ethic in the agency

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