

# Mathieu Fortune

## WORK EXPERIENCE

### Senior Product Designer

Mentor Collective - Ed-Tech company

Apr 2021 - Sep 2023

Boston, MA (Remote first)

Mentor Collective is an Ed-Tech start-up serving 2M+ users across 200+ institutions.

- Worked closely with product and engineering squad on many projects involving proprietary SaaS platform
- Conducted user research to develop deeper insight into diverse user needs and preferences
- Led end-to-end design, from wireframes to high-fidelity interfaces using Figma
- Ensured quality control for new features and maintained product excellence
- Collaborated with cross-functional teams in a fully remote, global setting
- Revamped SaaS platform following WCAG AA standards and mobile-first approach
- Developed and implemented a company-wide design system

Key Achievement: Revamped our SaaS platform to achieve WCAG AA accessibility standards and enhance mobile responsiveness using a newly implemented design system. This project resulted in a remarkable 116% boost in user engagement.

### Co-Founder & Product Manager

MoGraph Mentor - Ed-Tech start-up

Jan 2019 - Apr 2022

Sarasota, FL (Remote first)

Co-founded MoGraph Mentor, an edTech start-up transforming education through group mentorship and curriculum from industry-leading artists in Design and Animation.

- Led multifaceted roles in product development, design, marketing, and business strategy
- Collaborated closely with business partner and content creators to curate engaging educational content
- Conducted market and customer research, translating insights into a comprehensive product roadmap
- Prioritized features strategically, shaping the product's direction and success
- Meticulously crafted wireframes, prototypes, and user interfaces to ensure an intuitive user experience
- Executed technical implementations, bridging the gap between concept and reality
- Managed a cross-functional team of four, including marketers and creatives, to drive go-to-market and product marketing strategies

Key Achievements: Reached a six-figure revenue milestone within two years, impacting 50,000 students and fostering a dynamic learning community. Solidified leadership skills, product development expertise, and strategic vision, emphasizing commitment to innovation and collaboration.

### Owner & Web Consultant

Inventive Format, Web & Branding Consultancy

Aug 2018 - Jul 2022

Miami, FL

Owned and operated a successful web consultancy for four years, specializing in digital solutions for small to medium businesses.

- Led market research, gathered user insights, and provided end-to-end services encompassing web design, development, and digital marketing strategies
- Played a pivotal role in educating clients about web technologies and mentoring junior designers and marketers
- Executed over 20 projects with a strong focus on user-centric experiences, guided by research-driven design and development
- Formulated effective digital marketing strategies, resulting in increased brand visibility and engagement, driving business growth
- Acted as a bridge between technology and clients' goals, fostering digital literacy and ensuring alignment with business objectives

Key Achievements: Orchestrated collective efforts that generated more than \$700K in revenue, demonstrating tangible results and ROI. Gained significant technical expertise, honed strategic thinking, and refined leadership skills.

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## CERTIFICATION & EDUCATION

### Growth Hacking Certification

Koudetat.co, 2015

### Agile Scrum & Kanban

Stephan Langlois & Pablot Pernot, 2015

### Associate Degree - Web Design & Development

Objectif 3W School - France, 2011

## SKILLS

### Design skills

Figma / Sketch / Adobe CC  
User-Centered Design  
Prototyping and Wireframing  
Interaction Design  
Information Architecture  
Visual Design  
Design Systems  
Responsive Design  
Design Thinking  
User Research / User Testing  
A/B Testing  
Storytelling / Journey Mapping

### Product Management skills

Asana / JIRA / Trello  
Product Strategy  
Market Research  
Data Analysis  
Roadmap Planning  
Agile and Scrum Methodologies  
Stakeholder Communication  
Cross-Functional Collaboration  
User Stories and Requirements  
Product Metrics and KPIs  
Risk Management  
Leadership and Communication  
Time Management

### Coding skills

HTML and CSS  
Javascript (vanilla and React)  
SQL / JSON  
APIs

### Marketing skills

Business Acumen  
SEO (Search Engine Optimization)  
SEM (Search Engine Marketing)  
Social Media Marketing  
Content Marketing  
Marketing Automation

## LANGUAGES

French (native)  
English (bilingual)

# Mathieu Fortune

## WORK EXPERIENCE - PART 2

### Product Designer

Bakerly - Food & Beverage Start-up

Feb 2018 - Jan 2019  
Miami, FL

Collaborated closely with the dynamic team at Bakerly, a French food & beverage company, to develop the online components of the business.

- Reported to the Marketing Director, playing a pivotal role between Sales, Marketing and Product teams
- Led user research and conducted comprehensive competitor analysis to inform internal teams and align efforts with market trends and user preferences
- Presented product design concepts to cross-functional teams and senior leadership, effectively translating creative vision into actionable plans
- Designed and developed eCommerce solutions spanning websites, newsletter templates, and graphic design, enhancing customer engagement and conversion rates
- Proudly contributed to compelling package designs and the brand's visual identity

### UX/UI Developer

Freelance

Jan 2017 - Feb 2018  
Miami, FL

Worked as a freelance UI/UX Developer during extensive travels across Europe, Southeast Asia, and the United States.

- Assumed diverse responsibilities, collaborating with small- to medium-sized businesses on user research, web design, web development, and print design projects
- Enriched life experience and broadened perspectives by immersing in diverse cultures, contributing to personal growth and a successful UX design career
- Developed the ability to balance cultural nuances while applying a user-centric mindset to solve business problems

### UX Designer

1001Pharmacies.com - E-commerce start-up

Jan 2016 - Jan 2017  
Montpellier, France

Seamlessly transitioned into the role of UX Designer following an organizational overhaul at 1001Pharmacies, aligning expertise with the Agile engineering team within a flat organizational structure.

- Embraced a comprehensive range of UX responsibilities, focusing on user research and testing initiatives as the foundation for a transformative V2 E-commerce marketplace
- Established research and data reports to guide Product Owner and internal stakeholders with data-driven insights, ensuring alignment with user behavior and market dynamics
- Utilized design tools such as Sketch to create wireframes and prototypes, facilitating clear communication and shared vision across cross-functional teams
- Collaborated closely with engineering teams, providing valuable support on front-end development tasks, ensuring a seamless transition from design concepts to real-world implementation

### Front-End Developer

1001Pharmacies.com - E-commerce start-up

Jan 2015 - Jan 2016  
Montpellier, France

- Thrived as a Front-end Developer at 1001pharmacies, an E-commerce marketplace specializing in pharmacy products, working within a dynamic engineering team under CTO guidance
- Streamlined front-end stack enhancement, collaborating with marketing team to innovate tools, demonstrating technical prowess, and optimizing user experience.

### UI Developer & Designer

Publika - Web & Marketing Agency

Jan 2012 - Jan 2015  
Montpellier, France

- Commenced career in web development, design, and marketing commenced with a pivotal role as a UI Developer and Designer at Publika, a boutique web agency
- Refined skills and expertise within a variety of industries
- Collaborated closely with project managers, marketers, and back-end developers to translate creative visions into pixel-perfect front-end web solutions, ensure quality control, and contribute to project planning and client engagement

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