MATHIEU FORTUNE

Product Manager

I'm a founder blending design, technical and business expertise, with 9 years of working experience in e-commerce and tech companies. I'm passionate about collaborating with stakeholders and colleagues to create meaningful user experiences and improve business revenues. I'm ready to add value to any team looking for an experienced and versatile Product Manager.

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WORK EXPERIENCE

Co-Founder - COO & Head of Product
Jan 2019 - Present
MoGraph Mentor - Online education start-up
Remote, based in Denver CO

As co-founder, responsibilities range between business strategy, product design, web development, marketing strategy, and customer relations.

- Establish business strategy, and strategic direction with CEO
- Lead customer research and data analysis to inform product development roadmap
- Design wireframes, prototypes, and UI mockups of new product features

x2 generated revenue in 6 months after launching new product features and marketing strategies. Increased repeat customers by 20% when implementing a series of UX optimizations, email automation, and web performances.

Owner - Branding & Web Consultancy
Aug 2018 - Present
Inventive Format - Freelance Web consultancy
Miami, FL

Serving small to medium businesses about business and customer analysis, user research, web design, web development, digital marketing strategy, mentoring, and training.

- Consult clients on their digital business and growth strategies
- Design and develop web solutions
- Manage projects' contractors

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
Feb 2018 - Aug 2018
Bakerly - Food & beverage start-up
Miami, FL

Reporting to marketing director, responsibilities included user research, product design, packaging design, and eCommerce roadmap strategy.

- Led user research & market research to inform digital business decisions
- Designed and developed eCommerce presence (website, newsletter, social media)
- Established documentation and processes for sales and marketing departments

UX/UI Developer
Jan 2017 - Jan 2018
Freelance
Europe, SE Asia, US

Worked 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
Jan 2016 - Jan 2017
1001Pharmacies.com - e-Commerce start-up
Montpellier, France

Worked in a flat hierarchy structure and Agile development workflow. Responsibilities included user research, eCommerce web design, user testing, and front-end web development.

- Collaborated, with an Agile Scrum team, to v2 of eCommerce marketplace improving conversion rate by 2%.
- Led user research and quantitative data analytics that helped articulate PO and stakeholders' decisions.
- Acted as Scrum Master role and supported Product Owner in sprint planning.

Front-End Developer
Jan 2015 - Jan 2016
1001Pharmacies.com - e-Commerce start-up
Montpellier, France

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

UI Developer & Designer
Jan 2012 - Jan 2015
Publika - Web and marketing agency
Montpellier, France

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.

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

Product Management Skills

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

Web Technologies

HTML & CSS
Javacript
SQL
PHP
Versionning
API
JSON

UX/Design Skills

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

Marketing Skills

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

LANGUAGES

English
French