# Mathieu Fortune

Senior Product Designer

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## — Summary

**Sr. Product Designer with more than a decade of experience across E-commerce, SaaS, Education, and Sustainability, offering a unique blend of expertise in Product Management and Front-end Development.** Known for leading cross-functional teams, integrating design, business strategy, and technical knowledge to create user-centric products that drive business success. Passionate about leveraging design to tackle complex challenges, foster innovation, and deliver meaningful solutions in mission-driven environments.

## — Experience

### Senior Product Designer | Carbon Direct
December 2023 - July 2024, Remote

Climate tech start-up delivering science-based solutions supporting governments and businesses in their carbon management journey.

- **Led design for a SaaS carbon management platform**, aligning product vision with design through close collaboration with Product Managers and engineers.
- **Established design culture**, integrating design thinking, hand-off protocols, and quality assurance using Jira and Figma.
- **Designed dashboards, data visualizations, and AI-driven features** in Figma, contributing to 15 new customer acquisitions and a 10-15% efficiency boost for internal users.
- **Drove product vision from concept to execution**, utilizing Miro for vision mocks and future product direction.
- **Implemented and led UX research** with Dovetail, Tableau, and DataDog to uncover opportunities and optimize processes.
- **Collaborated with climate scientists and subject matter experts** to ensure alignment with carbon accounting and ESG reporting standards.

### Senior Product Designer | Mentor Collective
April 2021 - September 2023, Remote

Ed-Tech start-up providing a SaaS platform and human support to over 2M users across 200+ academic institutions.

- **Redesigned a B2B2C platform**, increasing user engagement by 116% through enhanced accessibility (WCAG AA) and scalability.
- **Developed a company-wide design system**, standardizing practices and boosting productivity across 3 product and engineering teams.
- **Conducted 40+ interviews and various UX research activities** using Pendo.io and Dovetail.
- **Delivered end-to-end design solutions**, from wireframes to high-fidelity interfaces, using Miro and Figma to align with user and business objectives.
- **Collaborated with globally distributed teams**, ensuring cohesive project execution across remote environments.
- **Mentored junior designers and cross-functional team members**, fostering a culture of continuous learning and feedback.

## Experience
Part 2

**Co-Founder & Chief of Product** | MoGraph Mentor
January 2019 - April 2022, Remote

Co-founded an Ed-Tech startup, empowering over 50,000 motion designers through group mentorship and specialized curriculum.

- **Led product development, design, marketing, and business strategy,** shaping the company's strategic direction and establishing a vibrant learning community.
- **Managed a cross-functional team of marketers and content creators,** orchestrating go-to-market strategies and fostering a cohesive, collaborative work environment.
- **Conducted market and customer research,** developing a product roadmap that aligned with business goals and informed long-term product vision.
- **Generated six-figure revenue within three years,** leveraging multidisciplinary expertise to scale the business and achieve impactful outcomes.

**Founder & Senior Design Consultant** | Inventive Format
August 2018 - July 2022, Miami, FL

Digital solutions consultancy, delivering strategies and technical solutions for SMEs & start-ups.

- **Led 20+ projects focused on user-centric design and client objectives,** contributing to $700K in revenue for clients.
- **Collaborated with in-house teams** as a UX designer and front-end developer contractor
- **Provided strategic guidance to clients.**

**Product Designer** | Bakerly
February 2018 - January 2019, Miami, FL

- **Led user research and web/mobile design initiatives.**
- **Maintained and optimized the marketing website,** using front-end development skills (HTML, CSS, JS6).
- **Contributed to packaging design and visual identity.**

**UX & UI Developer** | Self-employed
January 2017 - January 2018, Remote

- Provided Agile UI/UX Developer services while traveling and living across multiple continents, emphasizing UX research, web design, and website development

**User Experience Designer** | 1001Pharmacies
January 2015 - January 2017, France

- **Spearheaded the UX practice,** introducing workshops on user research methods like card sorting, personas, and journey mapping.
- **Established A/B testing tools and user tracking systems,** providing valuable insights for continuous optimization.

**UI Developer** | Publika
January 2012 - January 2015, France

- Led the front-end development of an in-house CMS platform used by 50+ clients.
- Collaborated with digital marketing teams to establish SEO best practices.
- Executed a variety of web and mobile projects.

## Education

**Associate Degree, Web Design and Development** | Objectif 3W

2012,  Montpellier, France

## Skills

Product Strategy & Roadmap | Design Thinking | End-to-End Design | User Experience Design (UX) & User Interface Design (UI) | Interaction Design | Prototyping & Wireframing | User Research & Personas | Market Research & Competitor Analysis | Feature Prioritization & Backlog Management | Cross-Functional Collaboration | Strategic Vision & Business Strategy | Team Management & Leadership | Product Leadership | Design System Development | Stakeholder Management | A/B Testing & Usability Testing | Data-Driven Insights & Data Analytics | Information Architecture | User Flows & User Stories | Product Optimization & Monetization Models | Quality Control & Risk Management | Go-To-Market Strategy & Product Marketing | Graphic Design & Visual Design | Typography & Color Theory | Responsive Design & Mobile Design | Web Design & Cross-Platform Compatibility | Agile Development, Lean UX, Kanban/Scrum | HTML, CSS, JavaScript, API, SQL | Figma, Sketch, Miro, InVision | Pendo.io, Amplitude | Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects) | Jira, Asana, Confluence | Web Accessibility | Social Media Marketing | Client Relations | Co-founder, Start-up, Growth Stage Company, Entrepreneurship