MATHIEU FORTUNE

I love solving people and business problems. Throughout my nine years of experience, I've blended technical, design, and business expertise to create meaningful experiences and improve businesses with my team. I'm ready to add value to any team looking for an experienced and polyvalent Product Manager.

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WORK EXPERIENCE

Co-Founder - Head of Product & CTO
MoGraph Mentor - Online education start-up (5 employees)

Denver, CO
Jan 2019 - Present

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

- Establish business strategy, product roadmap and strategic direction with 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 Agile workflow
- Manage digital marketing strategy (Social Media, PPC, SEO, Affiliates)
- Deliver articulated data analytics and user insights to Creative Director to inform e-course roadmap

Generated +100% revenue growth over 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.

Founder
Inventive Format - Freelance Web consultancy

Miami, FL
Aug 2018 - Present

Serving small to medium business on business and customer analysis, user research, web design, web development, digital marketing strategy, mentoring, and formation.

- Assist clients with digital business and growth strategies planning
- Deliver competitors & market analysis
- Orchestrate social media and digital marketing strategies
- Design and develop web solutions for clients
- Manage projects with freelancers
- Mentor design and engineering junior in companies

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
Bakerly - Food & beverage start-up (60 employees)

Miami, FL
Feb 2018 - Aug 2018

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

- Led user research resulting in creating personas and case studies to help business executives and marketing teams improve audience targeting and business strategy.
- Initiated the first iteration of eCommerce presence with Amazon sales page increasing monthly revenue by +3% over two months.
- Established documentation and processes to streamline communication between departments resulting in a reduction of back-and-forth by 15%.

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

UX Designer
1001Pharmacies.com - eCommerce start-up (50 employees)

Montpellier, France
Jan 2016 - Jan 2017

Worked in a flat hierarchy structure and Agile development workflow. Responsibilities included user research, eCommerce website design, user testing, and web front-end code 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.
- Performed A/B tests resulting in an increase in conversion rate and usability.
- Managed Scrum Master role and supported Product Owner in sprint planning.
- Inspired team member and design enthusiast by sharing knowledge at meetups and workshops.

Front-End Developer
1001Pharmacies.com - eCommerce start-up (50 employees)

Montpellier, France
Jan 2015 - Jan 2016

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 goals.

UI Developer & Designer
Publika - Web and marketing agency (20 employees)

Montpellier, France
Jan 2012 - Jan 2015

CERTIFICATION & EDUCATION

- Growth Hacking, Koudetat Family Paris (2015)
- Agile Scrum & Kanban Certification (2015)
- Associate Degree - Web Designer/Developer, Objectif 3W School (2011)

SKILLS

Product Management Skills

Management | Written/Verbal Communication | Strategic Thinking | Leadership | Public Speaking | Kanban | Design Thinking | Empathy | Project Planning | Feature Prioritization | Cross-Team Collaboration | Scrum-Certified Project Management | Customer Support | Communities Building

Web Technologies

HTML & CSS | Sass | Javacript | Webpack | Gulp | SQL | PHP | Git | A11y | CMS | Cross-Browser Compatibility | API | JSON | Web Performance | Static Site Generator | Agile Scrum | LEAN Start-up

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 | Produuct Market/Fit Evaluations