

MATHIEU FORTUNE

Help other humans to better
communicate the value of what they do.

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🌐 <https://mathieufortune.github.io>

📍 Greater Miami Area, Florida

EXPERIENCES

Founder, Branding - Web & UX - Strategy *Inventive Format*

08/2018 — present

- Owner of an independent web and branding consultancy specializing on e-commerce. I work with small to medium businesses as well as agencies around brand strategy, web development, UX design, graphic design and E-commerce conversion optimizations.
- Branding, Design Thinking, Motion Design, Responsive Web Design, Adobe Creative Suite, Sketch, Wordpress, Shopify, Amazon Marketplace, HTML, CSS, Javascript, SASS, Webpack.

UX designer — Graphic Designer — Web Developer, *Bakerly LLC*

02/2018 — 10/2018 (9 months)

- Bakerly sell deli bakery products to stores accross all the U.S. My job was to help the team better know their customers both on the digital space and in physical. Research, ideate, implement solutions to improve the user experience of the main website. In charge of designing and developing the digital solutions of the brand (landing, newsletter, e-commerce platform). Worked in collaboration with the marketing team to develop customer knowledge. Support of product design tasks (packaging, in store displays, photo shoots) as well as some video editing and motion graphics for commercials.
- User experience design, Adobe creative suite, Sketch, Wordpress, WooCommerce, Amazon Marketplace, HTML, CSS, Javascript, Lean approach and Design thinking.

Freelance Front-end developer — UX/UI designer, *Freelance*

01/2017 — present

- I had the opportunity to work as a remote freelance UX designer and front-end web developer accross the world (SE Asia, Europe, USA). My clients needs revolves around website development, web and print design, UX consulting and E-commerce.
- User experience design, Responsive Web Design, Motion Design, HTML, CSS, Javascript, SASS, Webpack, Wordpress, Shopify, Adobe Creative Suite.

UX designer — Front-End developer, *1001pharmacies.com*

01/2015 — 01/2017 (2 years)

- Successful French start-up. E-commerce marketplace selling parapharmaceutical products online. Fast paced Agile environment with a Lean UX approach of projects (MVP, short feedback loop with users and the team). Worked on a user centric redesign of the e-commerce website as Front-end Developer & UX Designer. Provide the marketing team with the proper research and tools to get to the root of any problem. Animated workshops revolving around UX and Web topics to improve team efficiency on projects. Also in charge of Front-End development of 1001Pharmacies.com's applications such as responsive website, email newsletters as well as landings.
- User experience design, Responsive web design, Sketch, Invision, HTML, CSS, Sass, Webpack, Javascript, Symphony3.

Front-End developer, *Publika*

01/2012 — 01/2015 (3 years)

- Digital agency focused on tailored website development and SEO for small to medium businesses. I was in charge of the Front-End web development of client's website in various industries (fashion, real estate, food, tourism, etc). Also support of smaller web design tasks (animations, components). I was responsible of teaching clients how to manage their websites along side with the project manager.
- Adobe Creative Suite, HTML, CSS, Javascript, PHP.

EDUCATION

Web designer — Front-end developer associate degree, *Objectif3D School*

A year (2011)

- Learned the fundamentals of web design and front-end development during a year in a private school named Objectif 3D.

I HAVE

- Passion for my work
- Great communication and collaboration skills
- High self-motivation in working individually and closely with others
- Positive attitude and open mind
- Pragmatic point of view
- ROI driven approach
- Expertise in HTML, CSS and Javascript languages
- Experience in responsive web design, cross-browser coding techniques and troubleshooting
- Ability to lead user research, design ideation and implementation
- Strong sense of design theory and typography
- Successful experience in E-commerce start-up environment
- Experience in web digital agency

SKILLS

Front-end development

HTML/CSS Less/Sass
Javascript Webpack
Gulp Twig Css framework
A11y Performances

UX/UI design

Adobe CC Sketch Invision
Design Thinking A/B test
Research, Surveys, Interviews
Lean UX Mobile First
Responsive web design

Miscellaneous

Git Agile
Scrum Kanban
Motion design Logo design
E-commerce optimizations

SOCIALS

🌐 <https://goo.gl/k98n7L>

🐦 <https://goo.gl/45GxPw>

🌐 <https://goo.gl/gnfgL4>

📁 <https://goo.gl/KPXaxd>