Mathieu Fortune

Senior Product Designer

Raleigh, North Carolina
Phone: +1 786 779 6144
Email: pro.mathieu.fortune@gmail.com
Linkedin: linkedin.com/mathieufortune
Portfolio: mathieufortune.github.io

Summary

Sr. Product Designer with more than a decade-long track record in E-commerce, SaaS, education, healthcare and sustainability. Excel at combining design expertise, technical skills, and business strategy to build meaningful products. Proficient in driving projects from concept to delivery, collaborating with cross-functional teams. Known by peers for solving complex problems, a meticulous approach, being detail oriented and fostering collaboration. Looking to join a mission-driven team focused on innovation and positive impact.

Experience

Senior Product Designer | Carbon Direct

December 2023 - July 2024, Remote

Science-based solutions supporting governments and businesses in their carbon management journey.

- Led design initiatives for flagship products, building a competitive, end-to-end carbon management platform.
- Established design culture by integrating design thinking into the product development process, creating clear hand-off protocols, and setting up design quality assurance processes using Jira and Figma.
- Designed dashboards and data visualizations in Figma, and developed AI data automation features, contributing to 15 new customer acquisitions and boosting internal carbon accountants' efficiency by 10-15%.
- Drove product vision from concept to execution, using Miro to create vision mocks and define future product directions.
- Implemented and led UX research using Dovetail, Tableau and DataDog to uncover new product opportunities and improve internal processes.
- Worked closely with climate scientists and subject matter experts to build domain expertise in carbon accounting and ESG reporting.

Senior Product Designer | Mentor Collective

April 2021 - September 2023, Remote

Ed-Tech start-up in higher-ed serving 2M+ users across 200+ academic institutions with human support and a SaaS platform.

- Led the redesign of a B2B2C platform, enhancing accessibility (WCAG AA) and scalability, and boosting user engagement by 116%.
- Developed a company-wide design system in Figma and Storybook, standardizing practices and enhancing productivity across 3 product/engineering teams, impacting 20+ projects.
- 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 remote, globally distributed cross-functional teams, to ensure cohesive project execution.
- Mentored junior designers and cross-functional team members, fostering a culture of feedback and continuous learning

Co-Founder & Chief of Product | MoGraph Mentor

January 2019 - April 2022, Remote

Co-founded an Ed-tech startup empowering motion designers through group mentorship and specialized curriculum.

- Led the inception and growth of the business, overseeing product development, design, development, marketing, and business strategy, shaping the company's strategic direction.
- Managed a cross-functional team of marketers and content creators, orchestrating go-to-market strategies and fostering a cohesive work environment.
- Conducted market and customer research to inform a comprehensive product roadmap, driving business direction and product vision.
- Generated six-figure revenue within three years, impacting more than 50,000 students and building a vibrant learning community.

Founder & Senior Design Consultant | Inventive Format

August 2018 - July 2022, Miami, FL

- Provided digital solutions to SMEs and start-ups, emphasizing brand growth through innovative strategies and technical solutions
- Collaborated with in-house teams as UX designer and frontend developer contractor
- Led 20+ projects, emphasizing user-centric design and client objectives
- Contributed to $700K in revenue, showcasing significant ROI for clients

Product Designer | Bakerly

February 2018 - January 2019, Miami, FL

- Played pivotal role in the first e-commerce initiative, leading user research and web / mobile design initiatives
- Leveraged frontend development skills (Html, CSS, JS6) to maintain marketing website
- Contributed to packaging designs and brand's visual identity

UX & UI Developer | Self-employed

January 2017 - January 2018, Remote

- Offered 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

- Played key role in reshaping am e-commerce marketplace following Agile method.
- Spearheaded the UX practice at the company by introducing collaborative workshops around user research methods (card sorting, personas, journey mapping, etc)
- Established A/B testing tools and user tracking for insights

UI Developer | Publika

January 2012 - January 2015, France

- Translated creative concepts into user-friendly web and mobile solutions
- Spearheaded the frontend development of an in-house CMS platform
- Tackled wide variety of web and mobile projects for SMEs
- Collaborated closely with digital marketing teams to establish SEO best practices

Education

Associate Degree, Web Design and Development | Objectif 3W

2012, Montpellier, France

Skills

Design Thinking, End-to-End Design, Interaction Design, Prototyping, Wireframing, Sketching, User Experience Design, User Interface Design, Information Architecture, Usability Testing, Personas, User Research, User Flows, User Interviews, Design System, Graphic Design, Typography, Color Theory, Responsive Design, Mobile Design, Web Design, Illustration, Visual Design, Sketch, Figma, Invision, Miro, Whimsical, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Cross-Functional Collaboration, Design Leadership, Product Leadership, Strategic Vision, Product Development, Market Research, Feature Prioritization, Team Management, Go-To-Market Strategy, Product Marketing, A/B Testing, Business Strategy, Stakeholder Management, Product Strategy, Product Roadmap, Backlog Management, User Stories, Business Analysis, Competitor Analysis, ROI Analysis, Product KPIs, Risk Management, Product Optimization, Monetization Models, Quality Control, Cross-Platform Compatibility, HTML, CSS, JavaScript, API, ES6, SQL, Adobe Premiere Pro, Data-Driven Insights, Data Analytics, Git, SEO, SEA, Accessibility, WCAG AA, Lean UX, Agile Development, Kanban / Scrum, Social Media Marketing, iOS, Android, Remote Work, Asana, Jira, B2C, B2B, Web Applications, Mobile Applications, Client Relations, Leadership, Project Management, Co-founder, Start-up, Growth Stage Company, Agencies, Entrepreneurship.