

# MATHIEU FORTUNE

Growth specialist and innovative strategist aiming to translate experience in product design and web development into a rewarding role as a Product Manager for any team looking for a polyvalent and experienced individual. Passionate about utilizing user insights and quantitative data to inform strategic improvements and inspiring individuals to perform to their highest potential. Thrilled by the opportunity to use hard-earned skills to transition into an exciting new role.

## EXPERIENCES

*MoGraph Mentor*

### Co-Founder - CTO & Product Designer

*Sarasota, FL  
Jan 2019 - Present*

Responsibilities of my role include planning roadmap of web solutions to generate growth of user base and revenue, direct digital marketing strategy (inbound, outbound), guide training roadmap through user researches and competitor evaluations.

- Initiated, from inception to launch, feature development to deliver better user experience & improve conversion
- Mapped user interactions to stay up-to-date with user perception and ensure reliable data collection
- Increased social media metrics thanks to well scheduled and designed marketing strategy
- Established marketing automation systems to generate evergreen funnel and improve user on-boarding
- Oversaw and maintained technical stack, bugs, and issues to ensure continuous best service
- Consolidated KPIs tracking and data collection to measure success and best inform next product features
- Centralized documentation, roadmap, and processes to streamline communication and productivity
- Demonstrated communication and organizational skills in weekly meetings and remote chat

*Inventive Format*

### Owner - Branding & Web Consultancy

*Miami, FL  
Aug 2019 - Present*

Founder of a web and branding consultancy aiming to help agencies, small to medium businesses and companies alike to better communicate the value of what they do. I use my extensive list of skills and experiences to deliver quality consulting, well-thought product features and communicate with clients and freelancers to lead all my projects to success.

- Coordinated and delegated projects to freelancers
- Planned business and growth strategies for clients
- Advised clients on potential digital growth strategies
- Orchestrated social media and inbound marketing strategies for clients
- Revamped branding of companies to help attract new audiences

*Bakerly*

### Product Designer

*Coral Gables, FL  
Feb 2018 - Aug 2018*

Bakerly is a french start-up in the food and beverage industry. Reporting to the Digital Marketing Director, responsibilities included user research, product design, marketing material design, packaging design, eCommerce optimizations.

- Established user personas for retail and web sales to help executives in decision making
- Implemented process and documentation to streamline communication between services
- Initiated Amazon sales strategy and page design in collaboration with Director of eCommerce
- Maintained an up-to-date evaluation of notable competitors' social media/websites/product packaging
- Strengthened understanding of web technologies to sales and marketing team members

*Freelance, Self-Employed*

### Freelance UX/UI Developer

*Around the world  
Jan 2017 - Jan 2018*

Working as a remote freelance UI/UX Developer while traveling through Europe, SE Asia, and the US. Performing research, web design, development, and print design missions for small to medium businesses and agencies. My multi-discipline expertise allowed me to work on a variety of projects from concept to launch.

- Oversaw web and digital marketing strategy of import/export business that generated interest of investors
- Diagnosed usability and performance issue that once resolved enabled the business to become the reference in its city (Tourism media in Vietnam)
- Coordinated redesign and development of a real-estate client website that generated praises among its users

*1001Pharmacies.com*

### UX Designer

*Montpellier, France  
Jan 2016 - Jan 2017*

Transitioning to a flat hierarchy organizational structure and Agile team workflow, responsibilities included collaborating with Product Owner to gather user insights, revamp eCommerce website by designing wireframe and prototypes of user stories, lead user testing and support implementation of front-end features.

- Delivered well-researched user insights and quantitative data analytics to inform PO and stakeholders
- Redesigned eCommerce platform with design thinking and mobile-first approach
- Created a new brand identity with the Creative Director to generate more visibility to the users
- Remodeled front-end code base of eCommerce platform during pair-programming sessions with teammates
- Cultivated company values throughout every Agile Scrum rituals
- Promoted teamwork results and progress reports during Sprint demo presentations
- Inspired internal team member and design enthusiast by actively sharing knowledge at meetups and workshops

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📍 **Miami, FL - Open to relocate**

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## EDUCATION & CERTIFICATION

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

## SKILLS

### Interpersonal Skills

Management | Written Communication | Strategic Thinking | Leadership | Public Speaking | Agile Scrum | Lean Start-up | Kanban | Design Thinking | Empathy | Project Planning | eCommerce | Team Play Brand Strategy

### Web Technologies

HTML & CSS | Sass | Javascript | Webpack | Gulp | SQL | PHP | Git | A11y | CMS | Cross-Browser Compatibility | API | JSON | Web Performance | Static Site Generator

### UX Skills

User Research | Information Architecture | Usability Testing | Interaction Design | Responsive Web Design | A/B Tests | Prototyping | Wireframing | Adobe CC | Sketch App

### Marketing Skills

Email Marketing | Inbound Marketing | Content Marketing | Marketing Automation | Data Analysis | Competitor Analysis | Product Market/Fit Evaluations

# MATHIEU FORTUNE

## EXPERIENCES CONTINUED

*1001Pharmacies.com*

### Front-End Developer

*Montpellier, France  
Jan 2015 - Jan 2016*

1001pharmacies is a successful VC backed e-commerce start-up specialized in pharmaceutical and cosmetics products. Reporting to the CTO, responsibilities included maintaining front-end stack of eCommerce platforms, collaborate with marketing team on designing and developing tools to support growth goals.

- Reduced technical debt by performing front-end code maintenance of V1 of eCommerce platform
- Boosted user base growth by delivering quality emailing and landing solutions to marketing team
- Streamlined communication between marketing and technical team by providing mentoring and training

*Publika Web Agency*

### UI Developer & Designer

*Montpellier, France  
Jan 2012 - Jan 2015*

Publika is a web agency based in the south of France. They specialize in custom made websites and SEO/SMO services. Reporting to the project manager, responsibilities included designing and developing pixel perfect front-end web solutions, ensuring Q/A, helping establish project quote and specs, assist project delivery and demo to the clients.

- Pioneered responsive user interfaces design for best user experience and search engines ranking
- Co-developed custom made PHP MVC framework used on more than 50 clients' projects
- Enforced code quality and pixel perfect design through QA testing
- Refined SEO positioning of clients' websites through rigorous optimizations
- Showcased ability to work in fast-paced, high-stakes projects
- Streamlined CMS documentation to facilitate project delivery
- Contributed to a casual but industrious work ethic in the agency

## ADDITIONAL INFORMATION

- Enjoy to mentor and help teammates on subjects around web, branding and business strategy
- Comfortable interacting with cross-functional teams (marketing, sales, engineering and design).
- Constant learner always innovating and exploring new ways of communicating and solve user problems
- Ultra organized and detail-oriented individual that doesn't hesitate to go the extra mile to get the job done
- Love to travel, meet new cultures and exchange ideas

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