



Mathieu Fortune

Senior Product Designer

Raleigh, North Carolina.

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SUMMARY

Accomplished product designer with 12+ years of experience delivering impactful solutions across enterprise SaaS and consumer-facing apps. Co-founded a startup that achieved six-figure revenue and engaged 50,000+ users. Led a B2B2C EdTech platform redesign, increasing active users by 116% and boosting NPS by 5 points. Established a design system used by 30+ Agile team members and developed accessible, WCAG AA-compliant solutions through extensive user research. A skilled mentor and team leader, driving collaboration and skill growth. Passionate about using technology to create positive societal and environmental impact.

EXPERIENCE

Senior Product Designer | [Carbon Direct](#)

December 2023 - August 2024, Remote

Climate tech startup delivering corporate sustainability solutions through SaaS platform and ESG advisory services to governments and Fortune 500 companies worldwide.

- Produced designs (using Miro, Figma) for dashboards, AI-driven data workflows and reporting tools driving \$750K in new revenue and 15% increase in efficiency.
- Led a Design Sprint, collaborating with SMEs to uncover opportunities for a new product vertical, generating praised levels of collaboration and team building.
- Executed extensive UX research (using Dovetail, Tableau, and DataDog) to uncover customer needs and pain points related to data collection and processing, and GHG reporting.
- Enhanced design culture by implementing structured design hand-offs and QC processes.

Senior Product Designer | [Mentor Collective](#)

April 2021 - September 2023, Remote

EdTech startup offering a SaaS platform and personalized support to help bridge the equity gap in higher education, serving 2 million users across 200+ institutions in the U.S.

- Led design overhaul of a B2B2C SaaS platform, collaborating cross-functionally to deliver responsive, WCAG AA-compliant solutions, boosting MAU by 116% and NPS by 5 points.
- Implemented a company-wide design system adopted by 30+ team members across three product teams, ensuring consistency and reducing redundancy in design output.
- Orchestrated UX research (40+ interviews, 20+ workshops) leveraging Pendo.io and Dovetail.
- Delivered end-to-end design solutions using Miro and Figma and collaborated with remote-first, globally distributed Agile teams to launch 7 major product features.
- Mentored 2 junior designers and 5 cross-functional team members through workshops and structured learning initiatives.

Co-Founder & Chief of Product | [MoGraph Mentor](#)

January 2019 - April 2022, Remote

Online school empowering 50,000 motion designers globally to grow their career through group mentorship and specialized courses.

- Headed end-to-end development of a B2C learning platform, integrating a marketing website, on-demand courses, and live group mentoring.
- Generated six-figure annual revenue within three years, wearing many hats and leveraging expertise in product management, design, development, and marketing.
- Managed a cross-functional team of 7, driving the go-to-market strategy for 15 new offerings, accelerating time-to-market and improving product launch efficiency.

EXPERIENCE

Founder & Senior Design Consultant | [Inventive Format](#)

August 2018 - July 2022, Miami, Florida

Boutique design studio providing strategic and technical solutions for SMBs and startups.

- Executed the design and development of 20+ projects, from marketing landing pages to e-commerce portals contributing to an estimated \$700K in client's revenue.
- Delivered strategic guidance and execution on product direction and brand identity, including logo design, visual identity systems, and market positioning.

Product Designer | [Bakerly](#)

February 2018 - January 2019, Miami, Florida

- Spearheaded UX research, design, and implementation of e-commerce solutions, creating a direct-to-consumer sales channel that expanded revenue potential.
- Developed and optimized main marketing website, increasing site performance by an estimated 20%, while enhancing SEO.
- Contributed to packaging design for 5 new product offerings, using Adobe Creative Suite.

UX & UI Developer | [Self-employed](#)

January 2017 - January 2018, Remote

- Integrated into Agile teams as UX designer and front-end developer, streamlining workflows, filling skill gaps, and boosting productivity, resulting in accelerated project timelines.

UX Designer & Front-end Developer | [1001Pharmacies](#)

January 2015 - January 2017, Montpellier, France

- Pioneered the UX practice for a web and mobile e-commerce marketplace, introducing workshops on user research methods like card sorting, personas, and journey mapping.
- Collaborated extensively with marketers as a Front-End Developer to implement 10+ landing pages and tracking solutions, setting up A/B testing tools for continuous optimization.

UI Developer | [Publika](#)

January 2012 - January 2015, Montpellier, France

- Led the front-end development of an in-house CMS platform used by 30+ clients.
- Partnered with digital marketers to implement SEO best practices across client projects.
- Completed over 60 successful web and mobile projects for SMEs and individuals, contributing to improved client satisfaction and business outcomes.

EDUCATION

Aha! Product Management Professional Certificate | [Linkedin Learning](#)

Issued Oct 2024

Atlassian Agile Project Management Certificate | [Linkedin Learning](#)

Issued Oct 2024

Lean Startup & Running Lean Training | Scopyleft

Issued 2016

Growth Hacking Certificate | Koudetat Family

Issued 2015

Associate Degree, Web Design and Development | [Objectif 3W](#)

Issued 2012

SKILLS

Tools

Figma | Sketch | Adobe Creative Suite | Miro | Dovetail | Pendo.io | Hotjar | Tableau | Metabase | DataDog | Jira | Asana | Monday | Confluence | Notion | Trello | Slack | Hubspot | Zoom | Excel | Word | Git.

Hard

UX/UI Design

Design Thinking | User Research | Usability Testing | Interaction Design | Information Architecture | Journey Mapping | Storyboarding | Personas | User Flows | User Stories | Wireframing | Prototyping | Design Systems | Service Design | Visual Design | Graphic Design | Brand Identity Design | Mobile Design | Responsive Design | Microcopy Writing | Color Theory | Web Accessibility (WCAG AA) | Design Sprint.

Product

0 to 1 Product Development | MVP Definition | Lean Startup | Market Research | Competitor Analysis | Product-Market Fit Analysis | Product Roadmap | Feature Prioritization | Backlog Management | Product Optimization | Monetization Models | Pricing Strategy | Product Positioning | Go-to-Market Strategy | Product Marketing | Growth Hacking | KPI Definition & Tracking | OKR Setting | Quality Control | Risk Management.

Software Engineering

Front-End Development (HTML, CSS, JavaScript) | Responsive Frameworks (Bootstrap, Tailwind CSS) | SEO | API Integration | Agile Development (Kanban, Scrum).

Soft

French (Native) | English (C1) | Entrepreneurship | Leadership | Vision Setting & Execution | Business Model Creation | Bootstrapping | Seed Startup | Growth Stage | Risk Assessment & Management | Pitch Deck Development | Change Management | Team Building | Recruitment | Cross-Functional Collaboration | Mentoring | Coaching | Communication | Conflict Resolution.