

Mathieu Fortune

Senior Product Designer

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Summary

Experienced Senior Product Designer (10+ years) specializing in E-commerce and SaaS, with a deep understanding of design, technology, and business. I excel in creating user-centered solutions that drive growth and enhance user satisfaction in start-ups and growth-stage companies. With a founder mindset and an attention to detail, I lead cross-functional teams in delivering impactful projects, collaborating closely with developers, and solving complex problems to optimize revenue.

Experience

Mentor Collective / Senior Product Designer

APRIL 2021 - SEPTEMBER 2023, REMOTE

Mentor Collective is an Ed-Tech start-up, bridging the equity gap in higher-education by serving over 2M users across 200+ academic institutions with an intuitive SaaS platform.

- **SaaS Platform Overhaul:** Led redesign of the SaaS platform, employing a mobile-first approach and adhering to WCAG AA standards, elevating user experience and accessibility.
- **Design Systems Creation:** Spearheaded creation of a cohesive, company-wide design system, harmonizing design practices and boosting operational efficiency.
- **Data-Driven Design:** Performed comprehensive user research to collect both quantitative and qualitative key insights into diverse user needs and preferences, informing the development of user-centric solutions.
- **End-to-End Design:** Delivered the full spectrum of design tasks, from conceptual wireframes to high-fidelity interfaces using Figma, aligning with user and business goals.
- **Cross-Functional Collaboration:** Contributed to a collaborative environment, working with globally distributed, remote cross-functional teams, including product managers and engineering, to ensure flexible and timely delivery of high-quality B2C and B2B applications.
- **Quality Assurance:** Ensured quality control for new feature deployments, upholding product excellence and user satisfaction.
- **Mentored Junior Designers:** Provided mentorship and guidance to junior designers and cross-functional team members, fostering constructive feedback and a learning-oriented design culture.

Impact: Successfully designed the extensive overhaul of the SaaS platform, following WCAG AA accessibility standards, and implemented a novel design system. This strategic initiative resulted in a substantial 116% increase in user engagement and strengthened the platform's mobile experience.

Skills: Ed-Tech, SaaS, WCAG Accessibility, Mobile-First Design, Design System, Cross-Functional Collaboration, Design Leadership, Remote Work, User Research, User-Centric Design,, End-to-End Design, UX Design, Ui Design, A/B Testing, User testing, Figma, Asana, Jira, Quality Control, Product Development, B2C, B2B, Web Applications, Mobile Applications.

MoGraph Mentor / Co-Founder and Chief of Product

JANUARY 2019 - APRIL 2022, REMOTE

MoGraph Mentor is an Ed-Tech startup, helping motion designers develop their career by providing curated group mentorship programs and specialized curriculum, delivered by industry-leading professionals in Design and Animation.

- **Strategic Leadership & Product Development:** Oversaw the inception and evolution of MoGraph Mentor, wearing multiple hats spanning product development, design, development, marketing, and business strategy, contributing to the company's strategic direction and overall success.
- **Market & User Research:** Conducted market and user research, translating insights into a comprehensive and forward-looking product roadmap, driving product innovation and user-centered design.
- **Strategic Feature Prioritization:** Executed strategic prioritization of product features, shaping the product's trajectory and ensuring flexibility and alignment with user needs and business objectives.
- **Design & Technical Execution:** Led the end-to-end product creation with wireframes, prototypes, and user interfaces, managing technical implementations to bridge design and code, ensuring an optimal and user-friendly workflow and experience.
- **Content Curation & Collaboration:** Initiated strong collaborations with business partners and content creators to curate and deliver compelling, high-quality educational content, enhancing learner engagement and experience.
- **Cross-Functional Team Management:** Managed a cross-functional team of marketers and creatives, orchestrating go-to-market and product marketing strategies, fostering a cohesive and dynamic working environment.

Impact: Achieved six-figure revenue milestone within two years, impacting over 50,000 students and creating a vibrant and interactive learning community.

Skills: Product Leadership, Product Design, Strategic Vision, Product Development, User-Centered Design, Content Curation, Market Research, Cross-Functional Collaboration, Feature Prioritization, Wireframing, Prototyping, Figma, Jira, Trello, Team Management, Go-To-Market Strategy, Product Marketing, Innovation, A/B Testing, Business Strategy, Educational Technology, HTML, CSS, Javascript, API, Adobe Photoshop, Adobe Illustrator, Adobe After Effects.

Inventive Format / Owner and Web Consultant

AUGUST 2018 - JULY 2022, MIAMI

Inventive Format is a web consultancy, offering digital solutions catered to small to medium-sized enterprises, with a focus on driving brand visibility and business growth through innovative and user-centric digital strategies.

- **Strategic Market Research:** Conducted comprehensive market research and gathered user insights to provide tailored services, including web design, development, and digital marketing strategies, addressing the unique needs of each client.
- **Client Education & Mentorship:** Educated clients about the latest web technologies, fostering digital literacy and empowerment, while mentoring junior designers and marketers, cultivating a learning-centric environment.
- **End-to-End Project Execution:** Successfully executed over 20 projects, emphasizing research-driven, user-centered design and development approaches, ensuring the delivery of user experiences and alignment with client objectives.
- **Digital Marketing Strategy:** Developed and implemented effective digital marketing strategies, enhancing brand visibility, engagement, and contributing to business growth.

- **Client-Technology Mediation:** Helped connect technology and clients' business goals, ensuring seamless alignment and realization of business objectives through tailored digital solutions.

Impact: Led collective efforts resulting in the generation of over \$700K in revenue, showcasing tangible results and significant return on investment for clients.

Skills: Web Consultancy, Digital Solutions, Market Research, User Insights, Web Design, Web Development, Digital Marketing, Client Education, Mentorship, User-Centric Design, User Testing, Project Execution, Digital Strategy, Brand Visibility, Business Growth, Client-Technology Liaison, Revenue Generation, Technical Expertise, Strategic Thinking, Leadership, iOS, Android, Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe XD, Blender, Adobe After Effects.

Bakerly / Product Designer

FEBRUARY 2018 - JANUARY 2019, MIAMI

At Bakerly, a French food & beverage start-up, I played a critical role in shaping the e-commerce branch of the business by leading user research and designing compelling e-commerce solutions, directly contributing to enhanced customer engagement and conversion rates. My role was pivotal in bridging the gap between Sales, Marketing, and Product teams, ensuring alignment with market trends and user preferences through comprehensive research and compelling design interfaces. Aside from my role as Product Designer, I also proudly contributed to compelling package designs and brand's visual identity.

Skills: Product Design, User Research, Competitor Analysis, Cross-Functional Collaboration, E-Commerce Development, Responsive Web Design, Visual Identity Design, Customer Engagement, Conversion Rate Optimization, Creative Vision Translation, Presentation to Senior Leadership, Graphic Design, Brand Development, HTML, CSS, Javascript, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro

Self-employed / UX and UI Developer

JANUARY 2017 - JANUARY 2018, MIAMI

During travels across multiple continents, I offered freelance Agile UI/UX Developer services to a range of small- to medium-sized businesses, focusing on user research, web design, and development.

Skills: User Research, Web Design, Web Development, Print Design, User-Centric Design, Business Problem Solving, Global Work Setting, Remote Work, UI Design, UX Design, Cross-Cultural Communication, HTML, CSS, Javascript, Adobe Photoshop, Adobe Illustrator, Sketch.

1001Pharmacies / User Experience Designer

JANUARY 2015 - JANUARY 2017, FRANCE

At 1001Pharmacies.com, an E-commerce start-up selling drugstore products, I transitioned from a Frontend Developer to a User Experience Designer, working with a Lean and Agile engineering team. Played a key role in shaping a transformative V2 of the E-commerce marketplace, conducting user research, creating data-driven reports, and developing front-end code, ensuring user-friendly experience and alignment with market needs.

Skills: User Experience Design, Interaction Design, Frontend Development, Lean UX, Agile Methodology, User Research, Data-Driven Insights, Wireframes, Prototypes, Sketch, Cross-Functional Collaboration, A/B Testing, E-commerce, Design to Development, Internal Stakeholder Collaboration.

Publika / UI Developer

JANUARY 2012 - JANUARY 2015, FRANCE

Started professional career at Publika, focusing on web development, design, and marketing, playing a key role in converting creative concepts into precise, user-friendly web solutions. My responsibility was to collaborate with project managers, marketers, and back-end developers, contributing to quality assurance, project planning, and client interaction, across diverse industries, to deliver pixel-perfect outcomes aligned with creative visions.

Skills: UI Development, Web Design, Marketing, SEO, SEA, Web Solutions, Mobile Solution, iOS, Android, Quality Control, Project Planning, Client Engagement, Cross-functional Collaboration, Pixel-Perfect Design, User-Friendly Solutions, Back-End Development, Agency Environment.

Education

Objectif 3W / Associate Degree, Web Design and Development

2011 - 2012, MONTPELLIER, FRANCE

Skills

Product Design, UX Design, Ui Design, User-Centered Design, Interaction Design, Visual Design, Prototyping, Wireframes, User Flows, Functional Specification Documentation, Agile Methodology, SaaS, E-commerce, Enterprise Software, Mobile Design, Web Design, Native Mobile App Design, Developer Tools, Design Execution, Ideation, Usability Tests, User Research, Qualitative Research, Quantitative Research, User Advocacy, Design Cohesion, Figma, Design Systems, Content Design, Brand Design, Design Ops, User Experience Research, Data-Driven Design, Design Processes, User Goals, User Problems, Design Solutions, App Experience, Consumer-Focused Products, Interactive Design, Customer Journey, Onboarding, Cross-Platform Design, Responsive Web Design, User Data, Usability Testing, A/B Testing, User Feedback, Product Features, Detail-Oriented, Creativity, Strategic Vision, Time Management, Communication Skills, Analytical Skills, Problem Solving, Design Leadership, Product Strategy, Team Management, Mentorship, Employee Onboarding, Hiring, Design Approach, Design Implementation, Inclusive Design, Collaboration, Innovation, Frontend Development, Web Development, Mobile Development, Native Mobile Development, iOS, Android, Coding, Programming, JavaScript, HTML, CSS, Software Development, Software Design, User Interface Development, User Experience Development, Entrepreneurship, Leadership.

Strengths

Founder mindset

Entrepreneurial spirit honed by founding a startup; adapts quickly, self-motivated, work autonomously, embraces ambiguity, drives innovation, and strategic prioritizations.

Cross-functional team collaboration

Skilled in communicating and collaborating with diverse teams; fosters collaboration, bridges gaps between functions, aligns goals, and mentor junior team members.

Strategic Thinker

Employs a strategic approach to solve complex problems; combines analysis, creativity, and foresight to navigate and optimize short- to long-term solutions.