MATHIEU FORTUNE

Accomplished Product Manager and CTO (8+ years experience) with strong knowledge in marketing, growth and business strategy. Proven ability to effectively lead projects, communicate with teams and stakeholders to deliver successful products. Passionate about using user insights and data to inform strategic improvements and inspire passionate individuals to perform at their highest potential. Thrilled by the opportunity to use hard-earned skills to transition into an exciting new Product Management role.

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WORK EXPERIENCE

Co-Founder - Head of Product & CTO
MoGraph Mentor - Online education start-up (5 employees)
Miami, FL
Jan 2019 - Present

Responsibilities include R&D of the product roadmap, product management, marketing strategy, customer relations, and data analytics.

- Establish business strategy, product roadmap and strategic direction with CEO
- Lead customer research and data analytics to inform product development
- Design wireframes, prototypes and UI mockups of new product features
- Develop and deliver product features in Agile workflow
- Manage digital marketing strategy (Social Media, PPC, SEO, Affiliates)
- Deliver articulate data analytics and user insights to Creative Director to inform e-course roadmap
- Drive customer relation and fidelity program

Generated +100% revenue growth in 6 months after launching new product features and marketing strategies.
Decreased churn by implementing a series of UX optimizations, email automation, and web performances.

Founder
Inventive Format - Web consultancy
Miami, FL
Aug 2018 - Present

Responsibilities include business strategy consulting, customer research, web design, print design, digital marketing, branding consulting, project management, mentoring and formations.

- Assist clients with digital business and growth strategies planning.
- Orchestrate social media and digital marketing strategies
- Design and develop web solutions for clients
- Manage projects with freelancers
- Mentor design and engineering junior in companies

Delivered user research and designs that helped a B2B business increase revenue by +30%.

Product Designer
Bakerly - Food & beverage start-up (60 employees)
Miami, FL
Feb 2018 - Aug 2018

Reporting to marketing director, responsibilities included user research, product design, packaging design, and eCommerce roadmap strategy.

- Led user persona research and creation that helped business executives and marketing teams in their decisions.
- Initiated the first iteration of eCommerce presence with Amazon sales page increasing monthly revenue by +3%.
- Established documentations and processes to streamline communication between departments.

UX/UI Developer
Freelance
Around the world
Jan 2017 - Jan 2018

Worked as a remote freelance UI/UX Developer while traveling through Europe, SE Asia, and the US. Responsibilities included user research, web design, web development, and print design missions for small to medium businesses.

- Improved website and marketing presence of an import/export business that facilitated a deal with investors.
- Designed and deliver mobile optimizations to increase user engagement of a tourism website.
- Performed usability and performance audits enabling +18% growth of traffic and attracted more affiliate deals.
- Collaborated on the design and development of a real estate website in an Agile Scrum workflow.

UX Designer
1001Pharmacies.com - eCommerce start-up (50 employees)
Montpellier, France
Jan 2016 - Jan 2017

Worked in a flat hierarchy structure and Agile development workflow. Responsibilities included user research, eCommerce website design, user testing, and web front-end code development.

- Collaborated, with an Agile Scrum team, to v2 of eCommerce marketplace improving conversion rate by 2%.
- Led user research and quantitative data analytics that helped articulate PO and stakeholders' decisions.
- Performed A/B tests resulting in an increase in conversion rate and usability.
- Managed Scrum Master role and supported Product Owner in sprint planning.
- Inspired team member and design enthusiast by sharing knowledge at meetups and workshops.

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 Work

Web Technologies

HTML & CSS | Sass | Javacript | 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 | Brand Strategy | A/B Tests | Prototyping | Wireframing | Adobe CC | Sketch App

Marketing Skills

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

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Front-End Developer
1001Pharmacies.com - eCommerce start-up (50 employees)

Montpellier, France
Jan 2015 - Jan 2016

Reporting to the CTO, responsibilities included maintaining the front-end stack of eCommerce platforms, collaborate with the marketing team on designing and developing tools to support growth goals.

- Reduced technical debt by performing front-end code maintenance of V1 of eCommerce marketplace.
- Boosted user base growth by delivering emailing and landing solutions to the marketing team.

UI Developer & Designer
Publika - Web and marketing agency (20 employees)

Montpellier, France
Jan 2012 - Jan 2015

Reporting to the project manager, responsibilities included designing and developing pixel perfect front-end web solutions, ensuring QA, helping establish project quote and specs, assist project delivery and demo to the clients.

- Designed and developed in collaboration with a back-end developer a fully custom made PHP MVC framework used on more than 50 clients' projects.