Mathieu Fortune

Senior Product Designer

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Summary

Highly experienced Product Designer with a decade-long track record in e-commerce, SaaS, and consumer products. Recognized for combining design expertise, technical insights, and business understanding. Proficient in driving projects from concept to delivery, collaborating with cross-functional teams, and enhancing user satisfaction. Known for solving complex problems, a meticulous approach, being detail oriented and fostering team collaboration.

Experience

Senior Product Designer | Mentor Collective

April 2021 - September 2023, Remote

- Led Ed-tech SaaS platform redesign for B2C and B2B applications, both desktop and mobile, following WCAG AA standards
- Built and maintained a company-wide design system used by 20 members of product and engineering teams, standardizing design practices
- Conducted UX research, gathering insights from real users and data to guide solutions that solves user, product and business problems
- Planned and facilitated design workshops with non-design teams to promote stakeholder buy-in
- Collaborated with cross-functional remote teams, ensuring transparency and impactful solutions
- Mentored junior designers and co-workers, promoting a feedback-driven culture
- Achieved a 116% surge in user engagement by redesigning the SaaS platform

Co-Founder & Chief of Product | MoGraph Mentor

January 2019 - April 2022, Remote

- Co-founded an Ed-Tech startup, assisting motion designers in career development
- Wearing multiple hats, led product research, design, development, marketing, and business strategy
- Translated market and user insights into a robust product roadmap
- Managed remotely distributed cross-functional teams, driving cohesive strategies
- Attained six-figure revenue within two years, impacting 50,000+ students

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

Experience
Part 2

Product Designer | Bakerly

February 2018 - January 2019, Miami, FL

- Pivotal in the first e-commerce initiative, leading user research and web / mobile design
- Leveraged frontend development skills to support marketing website needs
- 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 during traveling and living multiple continents, emphasizing UX research, web design and website development

User Experience Designer | 1001Pharmacies

January 2015 - January 2017, France

- Played a central role in a transformative e-commerce marketplace version following SCRUM Agile methods
- 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.