

Mathieu Fortune

Senior Product Designer

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Summary

Versatile Sr. Product Designer with 10+ years of experience blending design expertise, business acumen, and technical knowledge. Proven track record in driving product vision across Climate Tech, EdTech, and E-commerce, transforming complex challenges into user-centric, outcome-driven solutions. Entrepreneurial leader adept at scaling products from concept to market success. Passionate about leveraging design thinking and technology to generate positive societal and environmental change. Skilled in aligning user needs, business goals, and technical feasibility to deliver impactful solutions that delight users and drive business growth.

Experience

Senior Product Designer | Carbon Direct

December 2023 - July 2024, Remote

Climate tech startup delivering science-based carbon management solutions for governments and businesses.

- Led design initiatives for new platform offerings, aligning user needs with business goals.
- Created Figma designs for dashboards, data visualizations, and AI solutions driving \$750K in new revenue and increasing internal efficiency by 15% (~450 work hours saved annually).
- Established design culture, implementing design thinking, hand-offs, and QA processes.
- Facilitated product vision workshops and future roadmap planning using Miro.
- Led end-to-end UX research, combining generative and evaluative methods, leveraging Dovetail, Tableau, and DataDog.
- Collaborated with climate scientists and subject matter experts to ensure alignment with carbon accounting and ESG reporting standards.

Senior Product Designer | Mentor Collective

April 2021 - September 2023, Remote

Ed-Tech startup providing a SaaS platform and personalized support to bridge the equity gap in higher education, serving 2 million users across 200+ institutions.

- Redesigned a B2B2C platform, boosting user engagement by 116% within a year through improved accessibility (WCAG AA), optimized UI, and user-centered features.
- Developed a company-wide design system, standardizing practices and boosting productivity across 3 product and engineering teams.
- Led UX research (40+ interviews, treemapping, journey maps, surveys) leveraging Pendo.io and Dovetail, driving data-informed product improvements.
- Delivered end-to-end design solutions using Miro and Figma, from ideation to launch and beyond, fulfilling both user needs and business objectives.
- Collaborated with fully remote, globally distributed teams, ensuring cohesive project execution.
- Mentored junior designers and cross-functional team members via workshops and book clubs fostering a culture of continued learning and feedback.

Experience

Part 2

Co-Founder & Chief of Product | MoGraph Mentor

January 2019 - April 2022, Remote

Co-founded an Ed-Tech startup, empowering over 50,000 motion designers through group mentorship and specialized courses.

- Drove product vision, development, design, marketing, and business strategy, shaping the company's strategic direction and establishing a vibrant learning community.
- Managed a cross-functional team of two marketers and several content creators, orchestrating the go-to-market strategy for 10 new offerings.
- Analyzed market trends, user data, and KPIs to develop a product roadmap aligned with business goals and long-term vision.
- Scaled business to six-figure annual revenue within three years, leveraging multidisciplinary expertise in product, design, development, and marketing.

Founder & Senior Design Consultant | Inventive Format

August 2018 - July 2022, Miami, FL

Digital solutions consultancy, delivering strategies and technical solutions for SMEs & startups.

- Executed 20+ design and code projects focused on user needs and client objectives, contributing to an estimated \$700K in revenue for clients.
- Provided strategic guidance on product development and brand identity, including logo design, visual identity systems, and market positioning.
- Collaborated with in-house Agile teams as UX designer and front-end developer contract.

Product Designer | Bakerly

February 2018 - January 2019, Miami, FL

- Led user research and delivered web/mobile designs for the first e-commerce initiative.
- Maintained and optimized the marketing website, using front-end development skills (HTML, CSS, JS6).
- Contributed to packaging design and visual identity, using Adobe Creative Suite.

UX & UI Developer | Self-employed

January 2017 - January 2018, Remote (Europe, Asia, America)

- Delivered Agile UI/UX development services for international clients while traveling/living across three continents.

User Experience Designer & Front-end Developer | 1001Pharmacies

January 2015 - January 2017, France

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

UI Developer | Publika

January 2012 - January 2015, 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.
- Executed over 60 web and mobile projects for SMEs and individuals.

Education

Lean Startup & Running Lean Training | Scopyleft

2016, Montpellier, France

Growth Hacking Certification | Koudetat Family

2015, Montpellier, France

Associate Degree, Web Design and Development | Objectif 3W

2012, Montpellier, France

Skills

Design & UX/UI Skills:

Design Thinking | End-to-End Design | User Experience Design (UX) | User Interface Design (UI) | Interaction Design | Service Design | Web Design | Mobile Design | Responsive Design | Branding and Identity Design | Information Architecture | User Research | Usability Testing | A/B Testing | User Journey Mapping | Personas | User Flows | User Stories | Wireframing | Prototyping | Design Sprint Facilitation | Motion Design | Visual Design | Graphic Design | Typography | Color Theory | Web Accessibility (WCAG AA) | Design Systems | Figma | Sketch | Adobe Creative Suite | Miro | InVision | Pendo.io | Dovetail | Amplitude.

Product & Business Strategy:

Strategic Vision | Business Strategy | Product Strategy | Go-to-market Strategy | Lean Startup | Market Research | Competitor Analysis | Product-Market Fit Analysis | Product Roadmap | Feature Prioritization | Backlog Management | Product Optimization | Monetization Models | Pricing Strategy | Product Positioning | Product Marketing | Growth Hacking | Retention Strategy | KPI Definition & Tracking | Quality Control | Risk Management | Product Leadership | Team Management | Stakeholder Management | Client Relations | Jira | Asana | Monday | Confluence.

Engineering Skills:

Front-End Development | Agile Development | Lean UX | JavaScript ES6 | HTML | CSS | API | SQL | SEO | Kanban/Scrum | Git | CSS Preprocessors (Sass, Less) | Webpack | Bootstrap | Tailwind CSS.

Entrepreneurship & Leadership:

Entrepreneurship | Leadership | Bootstrapping | Seed Startup | Growth Stage Company | Business Model Creation | Pitch Deck | Risk Assessment & Management | Change Management | Vision Setting & Execution | Team Building | Recruitment | Cross-Functional Collaboration | Communication | Stakeholder Management | Conflict Resolution | Mentoring | Coaching | Trello | Slack | Hubspot | Notion | Zoom | Excel | Word.