

# Tim Van Cauwenberge

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## Product Manager

Cross-Functional Product Leadership | Roadmapping | UX Strategy | Data-Driven Decision Making

## SUMMARY

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Product Manager with 3+ years leading cross-functional teams to design, launch, and scale digital products across startups and media. Proven success shipping user-first features, improving engagement through UX strategy, and aligning roadmaps with business goals. Known for blending data insights with customer feedback to drive high-impact, iterative product development.

## EXPERIENCE

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### ROI NJ

Jan. 2022 - Present

*Product Manager / Full-Stack Engineer*

Remote

- Led product strategy and development across ROI-NJ and Hire-NJ, serving over 3M+ users annually.
- Shipped a reporting tool that reduced manual effort by 95% and improved visibility across teams.
- Revamped editorial tools and formats, boosting pageviews by 84% and increasing shareability.
- Rolled out AI-powered SEO features, enhancing discoverability and supporting content growth.
- Drove 42% YoY traffic growth via SEO, UX upgrades, and site-wide performance improvements.
- Scoped and built MVP for the Hire NJ job board in under 3 months, aligning stakeholders for a launch later this year.
- Facilitated Agile sprints and worked across teams to align features with business goals.

### ARTALYZE

Nov. 2024 - Present

*Founder / Product Manager*

- Launched a daily web game that reached 600+ users through strong UX and replayable design.
- Owned product roadmap, prioritizing features through interviews, analytics, and behavior tracking.
- Shaped user onboarding and authentication to improve retention and trust across devices.
- Designed systems for progression, stats, and daily challenges to drive engagement and stickiness.
- Led continuous iteration cycles using feedback loops and structured QA to improve player experience.

## EDUCATION

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**MONMOUTH UNIVERSITY - B.S. in Computer Science, Minor: Physics**

May 2020

Kappa Sigma Cofounder, NCAA D1 Track & Field - 3x Team Captain (Hurdles/Jumps)

## SKILLS

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**Product Strategy:** Roadmapping | OKRs | Backlog Management | MVP Development | A/B Testing

**User Research & UX:** User Interviews | Feedback Loops | Usability Testing | UI/UX Alignment

**Data & Analytics:** Power BI | Google Analytics | SQL | Postman | Data-Driven Decision Making

**Cross-Functional Tools:** Jira | Figma | Microsoft 365 | Agile (Scrum) | Stakeholder Communication

**Tech Fluency:** JavaScript | Python | Node.js | MongoDB | AWS (SES, S3) | CI/CD (GitHub Actions)