Tim Van Cauwenberge

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Technical Product Manager

Full-Stack Engineering Background | Product Strategy, API Design & Agile Delivery

SUMMARY

Technical Product Manager with a full-stack engineering background and 3+ years leading end-to-end product development across startups and media. Launched tools supporting 10K+ users, drove 42% YoY growth through UX-led strategy, and cut reporting time 95% using LLM automation. Combines system-level thinking with UX empathy to ship high-impact solutions at scale.

EXPERIENCE

ROI NJ   Jan. 2022 - Present

Technical Product Manager / Full-Stack Engineer   Remote

- Led product strategy and full-stack development for ROI-NJ and Hire-NJ, supporting 3M+ annual users.
- Identified workflow gaps and launched a Tauri-based reporting tool, cutting report time by 95%.
- Led redesign of ROI-NJ's editorial features, boosting pageviews by 84% and improving shareability.
- Deployed GPT-powered SEO tools and dashboards to enhance discoverability and data insights.
- Drove 42% YoY traffic growth through SEO, UX improvements, and performance optimizations.
- Scoped MVP and aligned teams to launch Hire NJ job board for 10K+ users later this year.
- Facilitated Agile sprints and cross-team collaboration to deliver features aligned with business goals.

ARTALYZE   Nov. 2024 - Present

Founder / Technical Product Manager

- Launched a daily AI vs. Human art game, attracting 600+ users through viral gameplay and UX loops.
- Led product development and prioritized features based on user feedback and engagement data.
- Introduced OTP authentication via AWS SES, improving login security and user retention.
- Designed game logic and stat tracking to support progression, daily challenges, and leaderboard use.
- Built scalable backend systems for image uploads, user data, and competitive ranking.
- Owned product roadmap, shipping weekly features informed by analytics and player interviews.
- Managed QA and user feedback loops to triage bugs and release continuous gameplay improvements.

EDUCATION

MONMOUTH UNIVERSITY - B.S. in Computer Science, Minor: Physics   May 2020

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

SKILLS

Product Strategy: Roadmapping | MVP Scoping | Prioritization Frameworks | OKRs | A/B Testing

User & Market Research: User Research | Interviews | Feedback Loops | Usability Testing

Tech Stack: JavaScript | TypeScript | Python | Node.js | React | Express.js | REST APIs | JWT | Tauri

Cloud & DevOps: AWS (SES, S3, Lambda) | Docker | CI/CD (GitHub Actions) | Vercel | Git | QA Triage

UX & Analytics: Figma | UI/UX Alignment | Stakeholder Communication | Power BI | GA | LLM Integration