



# Gert Vanwijn

## Product Manager

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I'm a Product Manager with 10+ years of UX and product experience, aligning teams around strategy and execution to ensure every decision delivers real user value and business impact, without relying on formal authority. I turn user insights and data into clear priorities and measurable results.

## EDUCATION

### Master's in Engineering: Computer Science

2014

Specialized in  
Human-Computer Interaction

## SKILLS

- Product strategy & roadmap planning
- UX design & research
- Data-driven decision making
- Aligning cross-functional teams without formal authority
- Regulated industry product development

## TOOLS

- Jira | Confluence
- Amplitude | PowerBI
- PowerPoint | Figma | Adobe CC
- Claude | Custom AI tooling

## LANGUAGES

- Dutch (*native*)
- English (*fluent*)
- French (*basic*)

## EXPERIENCE



### Product Manager • itsme

2025 - present (*freelance*)

- Own the enrollment and account management domain, serving 8M active users with approximately 2M enrollments processed annually.
- Leading a full redesign of the enrollment flow, implementing analytics to identify friction points and lift conversion by double digits on the best-performing flows.
- Also drive the end-user support domain, managing self-service and support tooling for approximately 5K weekly tickets, alongside shared platform capabilities.



### Product Designer & UX Writer • itsme

2022 - 2024 (*freelance*)

- Led UX concept and design across multiple itsme product initiatives, from early concept through delivery.
- Informally drove product direction beyond the design scope, a precursor to the transition into the Product Manager role in 2025.
- Built itsme's functional copy approach from scratch across all platforms and languages, establishing consistency where none existed before.



### UX Owner & Design System Lead • KBC

2017 - 2021

- Established KBC's design system, adopted across all teams and platforms.
- Oversaw end-to-end customer journeys and overall app structure, addressing inefficiencies and improving UX/UI quality.
- Coached and mentored 10+ UX designers in day-to-day activities, improving team performance and design consistency.



### UX Designer • KBC

2014 - 2016

- Grew from UX Designer into the driving force behind the UX track of Belgium's first comprehensive banking app, directing a team of 3 UI Designers.

## OTHER

- **UX Lead** • Mediahuis (2022)
- **UX Lead** • Aviobook (2016 - 2017)