
Bram De Grauwe

Product Manager / Product Owner

Ghent, Belgium · (+32) 474 07 71 98 · hello@bramdq.xyz · bramdq.xyz

Dutch · English

PROFILE

Product professional with experience taking digital products from discovery to launch. Works closely with engineering and design to translate user problems into product specifications, guided by customer feedback and market research.

Founder & Product Owner — Private Trading Community

Feb. 2024 – Mar. 2026 · Ghent, Belgium

- Built market tooling from scratch, evolving a monitoring bot into configurable alerts, filtering, trade signals, and community tooling; reaching **85%** member adoption.
- Grew the group from 12 founding members by **800%** through referrals and active curation, including traders and operators with audiences of 100,000+ followers.
- Used firsthand usage and member feedback to prioritize features, write PRDs, iterate, and retire tools that no longer delivered enough value.

Product Analyst — QuickNode

May 2022 – Jun. 2023 · Ghent, Belgium / Vancouver, Canada

- Led **Smart Labels** from ideation to launch, writing the PRD, coordinating four engineers, and reaching **1,000+** installs with **8%** customer adoption in the first quarter.
- Continued ownership of the B2C alerts product, supporting **5,000+** daily notifications for traders tracking real-time wallet and market activity.
- Helped shape roadmap priorities and Shape Up cycles for a product serving **30,000+** daily page views and **2,000+** paying customers.
- Built a market intelligence hub combining company knowledge to map sales and product opportunities.

Associate Product Manager — Icy Tools

Mar. 2021 – May 2022

- Pitched and drove visual wallet tagging, surfacing wallet significance directly in transaction feeds and reducing the need for users to research wallets across external products.
- Redesigned the alerts system with design and engineering, expanding basic wallet tracking into configurable alerts with filters, conditions, and activity triggers.

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- Identified a broken setup flow through support feedback and worked with design to gate prerequisite steps, reducing related support tickets by **~90%**.
 - Helped shape a full product redesign through competitive research, information architecture, wireframing, and continuous UX iteration.
 - Scoped and prioritized Shape Up cycles, writing PRDs and user stories and helping define what the team focused on each cycle.

Community Manager — Icy Tools

Oct. 2020 – Mar. 2021

- Supported the community as the product **grew from 100 to 2,000** paying subscribers and **5,000+** daily active users.
- Helped grow Discord to **4,000+ members**, increasing engagement by **60%+** through improved communication and channel structure.
- Introduced a Zendesk-based support workflow across email, Twitter, and Discord, maintaining sub-four-hour response times and resolving active-user issues in **~30 minutes**.
- Created product documentation and demo videos explaining key features and use cases, improving onboarding and helping users get more value from the product.

Content Marketing Intern — Center Parcs

Jan. 2020 – Jun. 2020 · Rotterdam, Netherlands

- Maintained Benelux CRM and website content, updating activity listings, package copy, imagery, and location pages across Center Parcs properties.

PROJECTS

Game Admin & Community Manager - RuneScape Server

Jan. 2016 - Jun. 2020

- Scaled the community from 30 to 1,700 concurrent players and built the support, moderation, and administration teams.

EDUCATION

BA International Business Management - Artevelde University of Applied Sciences
Ghent, Belgium · 2016-2020