ANDERSON LAWSON

Product Leader

https://www.andersonlawson.com • Atlanta, Georgia



SUMMARY

Senior Technical Product Manager | Gaming, iGaming & Digital Media | LiveOps | Al-Driven Platforms | Revenue Growth & Customer Engagement

EXPERIENCE

Principal Product Manager (Contract)

Riot Games

- Led Product Development of internal Live Ops tools that support League of Legends, VALORANT, 2XKO, TFT, Legends of Runeterra, and Wild Rift.
- Collaborated with cross-functional game teams to align on Event, Battle Pass or Season feature changes.
- Managed the feature product backlog and prioritized initiatives.
- Streamlined dependencies across multiple teams, aligning technical objectives with Riot's vision for player-centric support.
- Document & Diagram workflow processes and identify opportunities for agentic automations.

Senior Technical Product Manager (Contract)

High 5 Games

苗 2024 - 2024 👂 Mahwah, NJ (Remote)

- Led Product Development of a Al Retrieval Augmented Generation (RAG) system chatbot to scale and improve the customer support experience. Reduced ticket count by 40%.
- Collaborated with cross-functional teams on internal back office tools and upstream development products.
- Designed UI and product requirements for Fraud Prevention Tools.
- Evaluated process workflows and diagrams for Airflow DAGs.

Senior Technical Product Manager

Big Fish Games

- Oversaw the Product Vision and Roadmap for the Core SDK team.
- Developed product requirements, competitive analysis reports and release notes
- Established Key Performance Indicators (KPI's) to measure progress, performance and success of initiatives.
- Ideated with internal and external game studio stakeholders on product related initiatives.
- Crafted User Stories, maintained the product backlog and facilitated agile ceremonies.
- Led the transition from a native SDK for non-Unity games to a Unity SDK.
- Eliminated redundancy in mobile telemetry JSON message contracts, reducing operating and service costs by approximately \$23K annually.
- Coordinated SDK release updates.
- Orchestrated the establishment and maintenance of critical SDK Core Features, including authentication and identity services, compliance tools, purchasing systems, and analytics capabilities, contributing to the success of the SDK as a launchpad for game developers.
- Led the effort in selecting Interactive Advertising Bureau (IAB) compliant Consent Management Platform (CMP) for Big Fish Games.

EDUCATION

Masters of Science in Human Computer Interaction

Georgia Institute of Technology

Atlanta, GA

Bachelors of Science in Computer Science

Morehouse College

Atlanta, GA

CERTIFICATIONS

Certified Product Manager

The Association of International Product Marketing and Management (AIPMM)

Unity Game Design & Development

Michigan State University

Certified Java Programmer

Oracle Corporation

SKILLS

Team Leadership	Product Strategy
Market Research	Product Roadmapping
Agile Development	User Experience

Requirements Documentation

Competitive Analysis

SOFTWARE & TECHNOLOGIES



Programming Languages

Python, SQL, Java, C#, JavaScript, HTML, CSS, GraphQL, JSON, XML, Swift, Objective-C, C/C++, Lua, PHP, YAML, Perl, BrightScript

EXPERIENCE

Senior Product Manager

Imagine Games Network

iii 2021 - 2022 ♀ San Francisco, CA (Remote)

- Oversaw advertising placement on both IGN web & mobile platforms.
- Spearheaded the adoption of agile methodologies throughout the organization.
- Redefined productivity tools, aligned with engineering team to organize meeting ceremonies, define sprint cadence and created artifact templates to promote cohesive product documentation.
- Rebranded the value proposition of the IGN Prime premium subscription service. New visitor sessions increased and overall NPS score improved from 33 to 36.
- Facilitated the redesign of the IGN mobile page to support sales team with the placement of ads and mobile related sponsorships.
- Increased customer engagement of the IGN Original Shows section by changing the UI navigation & surfacing additional content & implementing additional product feature updates.
- Measured success metrics (KPI's) of numerous product feature improvements.

Technical Product Manager

NBA Digital

- Collaborated with cross-functional teams to implement multi-platform solutions.
- Wrote Technical Requirements Documentation for developers across on all digital platforms.
- Oversaw the selection of third-party integration tools for product team.
- Developed and maintained the application configuration strategy for all NBA platform products and applied changes using version control and a S3 deployment pipeline.
- Conducted trainings on internal and external integration tools.
- · Provided data analytics for key stakeholders.
- Managed the push notification strategy for NBA mobile app users.
- Enabled environments and content testing for 24/7 developer availability and simulation testing.
- Provided ongoing support for operations support team.
- Directed & peer-developed Apple TV (version 3) for the 2017-18.
- Developed a shell script automation tool to simplify the Double Click for Publishers (DFP) ad configuration process. The tool removed human error and boasted an improvement factor nearly 60 X faster.
- Developed scripts to manage Push Notification services using RESTful API.

SOFTWARE & TECHNOLOGIES



Software

Project & Agile Management: Jira, Trello, Pivotal Tracker, Asana

Martech Platforms: Leanplum, Customer.io, Zendesk, Intercom, Optimizely, Google Optimize, Segment, Adobe Analytics (Omniture)

Data Visualization & BI: Tableau, Looker Collaboration & Knowledge Management: Notion, Confluence, Basecamp, Slack, Miro Version Control & Collaboration: GitHub, Bitbucket, Helix Core P4V, CVS

Design & Prototyping: Figma, Sketch, Balsamiq, Lucidchart

API & Debugging Tools: Postman, Swagger, Charles Proxy

Cloud Platforms: Amazon Web Services (AWS), Google Cloud Platform (GCP)

Al/ML & Generative Al: Jupyter, Scikit-learn,

OpenAl API
Game Engines: Unity, Roblox Studio
Development Environments (IDEs): Rider,
IntelliJ IDEA, Visual Studio, Xcode, Arduino

Productivity Tools: Google Workspace, Microsoft Office Suite

LEADERSHIP PHILOSOPHY

"Sticks in a bundle are unbreakable"

African Proverb

AWARDS



HSI Seed Grant Award

50K awarded to research on the <u>Helping Hand</u>, a project demonstrating potential viability for the visually impaired.



Georgia Tech Academic Tower Award

Tower awards recognize the academic success and performance of students across the entire matriculation cycle for all classifications and major.

FIND ME ONLINE



https://www.andersonlawson.com



https://www.linkedin.com/in/andersonlawson/

EXPERIENCE

Senior Product Developer

NBA Digital

- 苗 2011 2016 👂 Atlanta, Georgia
- Governed the NBA GameTime product on both the AppleTV and Roku platforms.
- Developed a Proof of Concept app for the Amazon Alexa platform.
- Redesigned UI and Navigation for multiple sections on both platforms.
- Implemented Dynamic Ad Insertion on AppleTV.
- Integrated Conviva SDK on both Roku & AppleTV platforms to track video analytics.
- Implemented authentication & authorization logic to conform to updated backend service calls standards.
- Developed command line utility to convert XML files to JSON formatted files.
- Orchestrated all deployment updates to production.
- Communicated status & test results to stakeholders.
- Improved application analytics by adding new Omniture analytics events.
- Main point of contact for all vendor communication regarding platform updates & channel issues.
- Worked with Apple to test all AppleTV code changes prior to firmware updates.
- Tested AppleTV to determine the feasibility of implementing Akamai Sola Analytics Plugin.

Software Developer

CBeyond

- 苗 2008 2011 👂 Atlanta, Georgia
- Led the development of an internal corporate website that manages community events and initiatives.
- Implemented a single-sign-on solution for Cbeyond online to improve the customer user experience.
- Developed service classes to access knowledge base articles hosted by a 3rd party vendor.
- Created UI enhancements and fixed bug defects for customer facing hosted Microsoft exchange website using Flex MXML and Actionscript.
- Assisted in the redesign of the Cbeyond Online website. Technology used to implement the site was transitioned from Velocity Templates and Javascript to a UI built using Flex.

Software Developer

Avaya

- 苗 2003 2008 👂 Atlanta, Georgia (Remote)
- Developed various SOAP clients to consume internal company web services using Axis.
- Synergized with the resources from several teams, to complete project tasks.
- Developed a TCP/UDP traffic utility to send synthetic traffic over HTTP.
- Collaborated on the design and testing of a messaging component that utilized the MULE enterprise service bus framework. The component was a point of entry for Avaya customers consuming published web services.
- Authored and configured a XSLT Transformer to reformat disparate SOAP request messages.
- Generated artifact documentation for numerous customers including but not limited to: use case diagrams, sequence diagrams, system architecture, installation and configuration documents.
- Created an Expect/PERL utility to retrieve, parse and store information about customer environments. The parsed XML data was then loaded into a Remedy system to create tickets worked by customer support specialists.
- Analyzed assessment tools that test jitter, packet loss, delay and mean opinion scores. These measures are used to determine the readiness of VOIP data networks.
- Installed, configured and tested SNMP trap collector software.