

Strategist
Creator
Innovator

ANDERSON LAWSON.

Product Manager & Software Developer

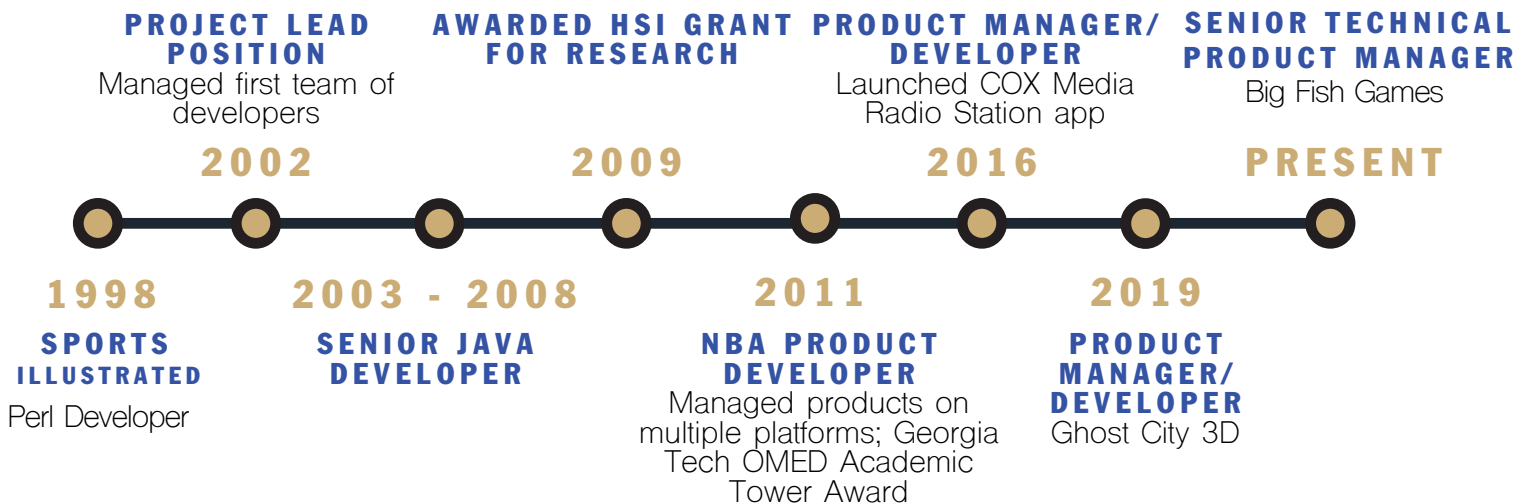
A product leader with a lifelong passion for technology with and a rare combination of software development, user experience, and product management skills.

I am a customer advocate and work with stakeholders to develop solutions to complex customer problems. As a product leader, it is my responsibility to address these issues, and position the product to meet key performance objectives. My mission is to always align with the company vision and add value to the business.

“Sticks in a bundle are unbreakable.”

– African Proverb

OVERVIEW OF EXPERIENCE





Multiple years of experience as a software developer, UX practitioner and product manager has afforded me insight into multiple domains of the product development process. My understanding of these areas has proven vital to conceiving, planning and developing successful products.

CORE COMPETENCIES

- LEADERSHIP
- COMMUNICATION
- INNOVATION
- PLANNING
- STRATEGY
- TECHNOLOGY

AUTHORITY IN THE AREAS OF:

The ability to build effective relationships and clearly communicate complex solutions with stakeholders.

Communication

An agile advocate that champions team collaboration and effectively adapts to change.

Planning

Understands the strategic vision of a product and how it aligns with the overall goals of the organization.

Strategy

SOFTWARE & TECHNOLOGIES

PLATFORMS

MacOS, UNIX, Linux, Microsoft Windows, iOS, Android, DOS

LANGUAGES

Swift, Objective C, Brightscript, C, LUA, Java, Perl, PHP

ANALYTICS

Segment, Omniture, Tableau

WEB

HTML, XML, JSON, RSS, XSLT, CGI, WSDL, SOAP, CSS

PROTOTYPING

Sketch, Balsamiq

PRODUCTIVITY TOOLS

Confluence, JIRA, G Suite, MS Office, Charles

USER ENGAGEMENT

Airship, Swrve

DATABASES

Amazon Elasticsearch Service, Metabase, Oracle, MySQL

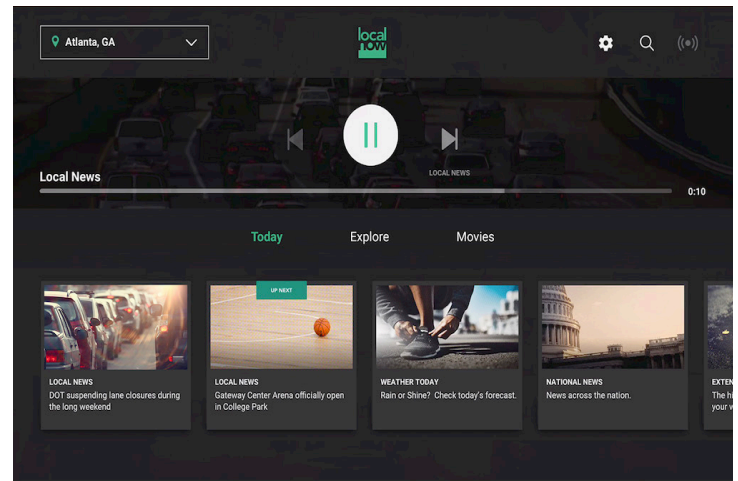
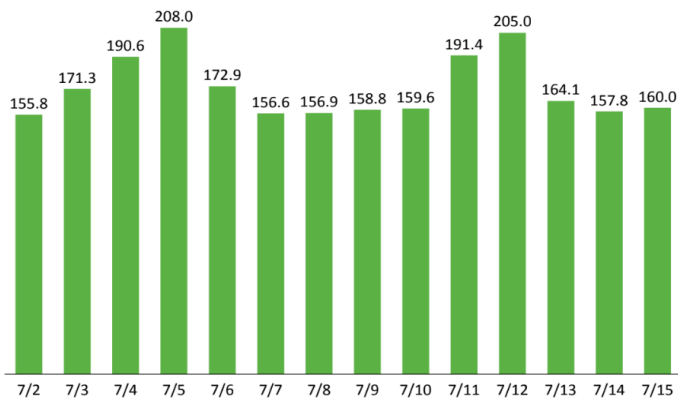
CONNECTED DEVICES

Roku, Apple TV, Amazon FireTV, iOS Mobile, Android Mobile

PRODUCT PORTFOLIO

LOCAL NOW

DAILY UNIQUE VISITORS, In Thousands
Previous Period = Same Day Last Week



Analyze user trends and usage behaviors across all platforms for the Local Now hyperlocal news application. Discover areas of opportunity to improve product position and increase Time Spent Viewing (TSV). Introduced the notion of using the product stickiness ratio (DAU/MAU=PSR) to qualify users more accurately.



U-DECIDE

Documented product requirements for the political information application. Leveraged user interface design patterns to create a low fidelity prototype and mobile sitemap used by the development team.

GHOST CITY 3D

Designed and developed Ghost City 3D, an ultra casual mobile game that was developed in Swift and implements IAP, leader board, and banner/interstitial ads.

[VIEW IN THE APPLE APP STORE](#)



PRODUCT PORTFOLIO



NBA

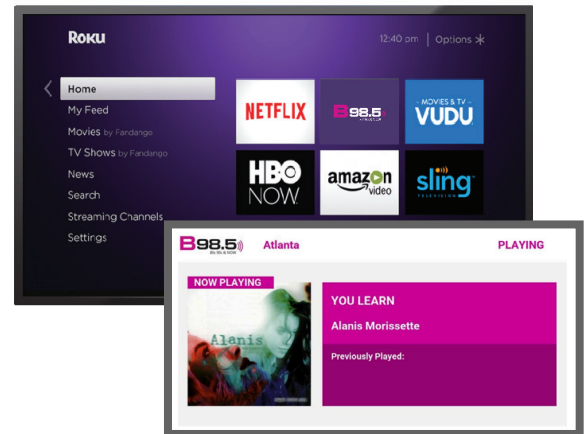
Defined technical requirements documentation for developers across multiple digital platforms: iOS, Android, Roku, AppleTV & Apple Watch.

[VIEW IN THE APPLE APP STORE](#)

COX RADIO STATIONS

Developed a radio streaming application for Cox Media Group that displays radio station branding, artist meta data, and album cover artwork. The application was developed on both Apple TV and Roku platforms and supports all 60 Cox Radio stations.

[VIEW IN ROKU CHANNEL STORE](#)



ACADEMIC RESEARCH

Designed, developed and evaluated a radio frequency identification glove (RFID) that audibly identifies tagged objects for individuals with visual impairment. The research was co-funded by both the Georgia Tech HSI institute and Atlanta VA Medical Center.

[VIEW THE VIDEO](#)

ANDERSON LAWSON.

Product Manager & Software Developer

ABOUT ME

A product leader with a lifelong passion for technology with and a rare combination of software development, user experience, and product management skills.

EDUCATION

Master of Science in
Human Computer Interaction
Georgia Institute of Technology
GPA: 3.66/4.00

Bachelor of Science in
Computer Science
Morehouse College

EXPERIENCE

BIG FISH GAMES

2022 - PRESENT

Senior Technical Product Manager

- Responsible for the Core SDK team product roadmap that provides the foundational elements shared across multiple games in the company portfolio.
- Created product roadmap, business requirements, competitive analysis and release notes.
- Worked with internal Business Intelligence team to establish KPI's and success metrics for initiatives.
- Extended Consent Manager UI to allow games to have unique look and feel for all GDPR related pop-up modals. Resulted in an increase in 24 hour retention rates.
- Led the transition to a Unity only SDK, prioritizing ease of integration and editor support for game studios, while efficiently maintaining and supporting the existing native SDK for non-Unity games.
- Reduced mobile telemetry JSON message contracts to lower unnecessary operating and services costs 23K per year.
- Coordinated multiple Core SDK software 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.
- Authored User Stories, maintained the product backlog and facilitated agile ceremonies with the engineering team.
- Negotiated with external game studio stakeholders on product related initiatives.
- Communicated project status to stakeholders via multiple channels.

IGN ENTERTAINMENT

2021- 2022

Senior Product Manager

- Responsible for revenue growth and advertising placement for IGN digital products.
- Spearheaded the adoption of an 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.
- Improved and rebranded the value proposition of the IGN Prime premium subscription service. New visitor sessions increased and overall NPS score improved from 33 to 36 post rebranding.
- Managed the redesign of the IGN mobile page to support sales team with the placement of ads and mobile related sponsorships.
- Led the redesign of IGN Original Shows content to increase user engagement. Average session durations improved nearly 4% due to the use of updated UI design patterns.
- Managed the efforts to improve conversion rates of IGN customers, such as improving UI navigation, executing promotional deals & implementing various product feature updates.
- Evaluate the success metrics (KPI's) tracked on various product feature improvements.

THE WEATHER CHANNEL

2019 - 2020

Product Manager

- Responsible for Local Now product branding within the marketplace. Manage metadata, image assets and product binary submissions across multiple platforms including: iOS, Android, tvOS, Amazon FireTV & Roku.
- Hosted discovery meetings with multiple stakeholders to discuss solutions to complex business initiatives.
- Create technical product requirements for new automated video products. Work closely with designers, to create mock-ups that capture feature functionalities. Communicate with 3rd party content providers to understand feed API's and manage the development of the products with an outside development resource.
- Communicated with stakeholders to understand business needs and translate them into product requirements. Create epics, user stories and tasks to carry out requirements.
- Aligned with PM's and engineers to groom stories and prioritize the delivery of work items within upcoming work sprints.

BELLHOPS

Senior Product Manager

2018 - 2019

- Designed and Managed the product roadmap for the bellhop carrier platform
- Lead daily scrum and weekly sprint planning meetings to track the progress of user stories.
- Worked closely with stakeholders to identify and prioritize business opportunities.
- Developed user stories and acceptance criteria to track the implementation of features that solved various operational and logistical challenges.
- Designed features to solve complex operations and logistics challenges.
- Communicate feature status and results with senior leadership and stakeholders.
- Partner with UX and Engineering to manage prioritization, trade-offs and constraints.
- Analyze analytic data to measure success KPI's

NBA DIGITAL

Technical Product Manager

2016 - 2018

- Defined how cross-platform solutions should be implemented with all necessary stakeholders: NBA League, internal teams & external vendors.
- Collaborated with platform development teams for consistent functionality.
- Wrote Technical Requirements Documentation providing implementation details for developers regarding application changes across all digital platforms: mobile, RW, connected devices.
- Evaluated 3rd Party Integration tools being considered in Product Roadmap.
- Responsible for application configuration strategy of all NBA platform products and coordinated updates to coincide with software releases and tent-pole events.
- Conducted internal training on proxy tool usage.
- Managed analytics and requirements definitions with key stakeholders including research, marketing etc.
- Applied configuration changes using version control and S3 deploy pipelines for updates.
- Managed push notification setup for game and excitement alerts to NBA mobile app users.
- Trained Editorial team on how to use vendor service for push messaging, images and deep links.
- Enabled environments and content testing for 24x7 developer availability and simulation testing.
- Provided ongoing support for Night Ops Center setup.
- Managed & peer-developed Apple TV (version 3) for the 2017-18.
- Developed UNIX scripts to simplify DFP ad configuration changes, to speed our ability to apply changes per IRF requests.
- Developed scripts to manage Push Notification devices using party RESTful API.

NBA DIGITAL

Senior Product Developer

2011 - 2016

- Managed every aspect of the Game Time product on both the AppleTV and Roku platforms.
- Ideated & developed an Amazon Alexa POC NBA application using Java.
- 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.
- Managed 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.

ACADEMIC RESEARCH

Principal Investigator

Advisor: Dr. Ellen Yi-Luen Do

Designed, developed and evaluated a radio frequency identification glove (RFID) that audibly identifies tagged objects for individuals with visual impairment. The research was co-funded by both the Georgia Tech HSI institute and Atlanta VA Medical Center.

AWARDS & HONORS

- HSI Seed Grant Award
- Georgia Tech OMED Academic Tower Award

PROFESSIONAL ORGANIZATIONS

- Institute of Electrical and Electronics Engineers (IEEE)
- Association for Computing Machinery (ACM)
- National Black CX Association
- Omega Psi Phi Fraternity Inc.
- Black Graduate Student Association

CONTACT ME



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