

# Anderson Lawson

Atlanta, Georgia

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## EDUCATION

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GEORGIA INSTITUTE OF TECHNOLOGY

spring 2011

*Master of Science in Human Computer Interaction GPA: 3.66/4.00*

MOREHOUSE COLLEGE

summer 1998

*Bachelor of Science in Computer Science*

## CERTIFICATIONS

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- AIPMM Certified Product Manager
- Sun Certified Programmer for Java 2 Platform

## SKILLS

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### Product Management

- Leadership, Product Strategy, Market Research, Product Roadmapping, Agile Development, Stakeholder Management, Communication, User Experience, Competitive Analysis, Requirements Documentation

### Programming Languages

- **Proficient in:** SQL, Swift, Objective C, BrightScript, JavaScript, LUA, C#, C, Java, Perl, PHP, Wiring, Processing
- **Familiar with:** TCL, C++, Expect

### Software & Technologies

- Platforms: MacOS, UNIX, Linux, Microsoft Windows, iOS, Android, DOS
- Connected Devices: Roku, Apple TV, Amazon FireTV, iOS Mobile, Android Mobile
- Database: Amazon Elasticsearch Service, Metabase, Oracle, MySQL, Snowflake
- Analytics: Google Optimize, Segment, Omniture, Tableau, Looker
- Multichannel Engagement: Airship, Swrve
- Web: HTML, XML, JSON, RSS, XSLT, CGI, WSDL, SOAP, CSS
- Version Control: GitHub, CVS, Subversion, BitBucket
- Prototyping: Sketch, Balsamiq, Figma
- IDE: Unity, Xcode, Roblox Studio, Arduino, Eclipse
- Productivity Tools: Confluence, JIRA, G Suite, Asana, Trello, PivotalTracker, MS- Office Suite, Segment, Charles Proxy, Miro

## PROFESSIONAL EXPERIENCE

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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 3<sup>rd</sup> 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.

- Integrated the Kaltura video platform with Local Now. Managed the ingestion of and video content and metadata. Work with stakeholders to create utilities to improve integration with the platform.
- Analyze application usage metrics (MAU, Total Minutes, TSV) to understand user behaviors. Provide reports or feedback on trending.
- Managed a project with Gracenote & TiVo to update Electronic Programming Guides (EPG) and associated metadata to optimize product brand and discoverability.
- Proactively monitor and evaluate Local Now QoS performance on distribution applications.

## BELLHOPS

2018 - 2019

### *Senior Product Manager*

- 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

2016 - 2018

### *Technical Product Manager*

- 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 3<sup>rd</sup> Party Integration tools being considers 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

2011- 2016

### *Senior Product Developer*

- 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.

#### CBEYOND Software

2008 – 2011

##### *Developer*

- 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 Actionsript.
- 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.

#### AVAYA

2003 – 2008

##### *Software Developer*

- 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.
- Assisted in 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.
- Wrote 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.

#### EQUIFAX

2002 – 2003

##### *Lead Software Developer*

- Managed a team of eight software developers and created project plans to track resource utilization using Microsoft Project. The project plans were used to create weekly status reports for upper level management.
- Participate in requirements gathering sessions with internal stakeholders.
- Reviewed documents with business analysts and capture customer use cases.
- Initiated the use of version control software PVCS.
- Responsible for the creation and deployment of customer client install executables using Wise-Install
- Designed and developed TCL report monitoring tool.
- Developed a web-based loan approval tool for major U.S. Bank

#### DELOITTE CONSULTING

2000 – 2001

##### *Senior Consultant*

- Led technical design of J2EE compliant loop-qualification tool for a CLEC. The tool was used to determine if a customer address possesses the facilities to support DSL service delivery.

- Facilitated meetings to discuss progress of design documents.
- Designed and developed training portal for telecom client.
- Enhanced, tested and debugged client web sites.
- Led Research on Portal Application Framework white-paper.
- Worked with Firm Partners and Senior Mangers to create business proposals.

## ANDERSEN CONSULTING

1999 – 2000

### *Consultant*

- Developed web applications in Java utilizing iPlanet Application Server.
- Revamped back-end PERL applications that posted records to an Informix database.
- Translated user requirements into design specifications.
- Created and documented coding idioms used by project team members.
- Proactively provided status of work to Project Managers and assisted in managing project plans.

## CNN INTERACTIVE SPORTS

1998 – 1999

### *ILLUSTRATED Software Developer*

- Developed and maintained backend applications using PERL on a Solaris platform.
- Worked on graphing component of Java applet, that reports real-time sports related data.
- Designed and developed an ASP application to display college basketball statistics for cnsi.com website.
- Created PERL scripts that parsed variable length records and updated sports databases.
- Created several complex database views, used to display sports results on European Television.

## ACADEMIC RESEARCH

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### *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.

## CONSUMER PRODUCTS

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- Apple TV: [NBA League Pass Article](#)
- Apple TV: [NBA App Store Preview](#)
- Roku: [NBA Channel Store Summary](#)
- iOS App Store: [Helio Soneca BJJ Preview](#)
- iOS App Store: [Ghost City 3D Preview](#)

## AWARDS & HONORS

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- HSI Seed Grant Award 2009
- Georgia Tech OMED Academic Tower Award

## PRESS COVERAGE

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- Masters research covered by AP Television (November 2010): [AP News](#)
- Masters research covered by CNN Edge of Discovery (June 2009): [CNN Edge of Discovery](#)
- Gerald Lawson Foundation covered by CBS News (March 2019): [CBS 46 News](#)

## PROFESSIONAL ORGANIZATIONS

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- 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