

Marc Anderson Lawson

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(770) 605-7481

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY
Atlanta, Georgia
Masters in Human Computer Interaction
GPA: 3.66/4.00

spring 2011

MOREHOUSE COLLEGE
Atlanta, Georgia
Bachelor in Computer Science

summer 1998

CERTIFICATIONS

Sun Certified Programmer for Java 2 Platform

TECHNICAL SKILLS

Languages

- **Proficient in:** *Swift, Objective C, BrightScript, Javascript, C/C++, Java, Perl, PHP, Actionscript, Flex, Wiring, Processing*
- **Familiar with:** *TCL, Expect, Swift*

Software & Technologies

- **Platforms:** *UNIX, Mac OSX, Windows, DOS, ROKU, APPLETV, TVOS, TVML, Amazon Alexa*
- **Database:** *Oracle, MySQL, Informix*
- **Web:** *HTML, XML, RSS, XSLT, CGI, JSP, SOA, WSDL, SOAP, CSS*
- **Misc:** *Confluence, Jira, BitBucket, Eclipse, xCode, Interface Builder, Arduino, Charles, Ethereal, Remedy, GitHub, CVS, Subversion, Ant, Maven, MS Office Suite*

PROFESSIONAL EXPERIENCE

NBA Digital (*Atlanta, Georgia*)
Technical Product Manager

2016- Present

- Define how cross-platform solutions should be implemented with all necessary stakeholders: NBA League, internal teams & external vendors.
- Collaborate with platform development teams for consistent functionality.
- Writes Technical Requirements Documentation providing implementation details for developers regarding application changes across all digital platforms: mobile, RW, connected devices.

- Conduct meetings with internal stakeholders to design technical solutions for upcoming event tentpoles and 3rd party integrations.
- Evaluate 3rd party integration tools being considered in product roadmap.
- Responsible for application configuration strategy of all NBA platform products and coordinates updates to coincide with software releases and tentpole events.
- Conducted internal training on the purpose and use of proxy tools
- Manage analytics requirements definition with key stakeholders including research, marketing etc.
- Apply configuration changes using version control and S3 deploy pipelines for updates.
- Manage push notification setup for game and excitement alerts to NBA mobile app users.
- Train Editorial team on how to use vendor service for push messaging, images and deep links.
- Enable 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 3rd party RESTful API.

NBA Digital (*Atlanta, Georgia*)

2011- 2016

Senior Product Developer

- Managed every aspect of our Game Time product on both the AppleTV & 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 re-engineering Omniture analytics logic.
- 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 (*Atlanta, Georgia*)

2008 – 2011

Software 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 third 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.

AVAYA (*Atlanta, Georgia*)

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 (*Alpharetta, Georgia*)

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 (*Atlanta, Georgia*)

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 Managers to create business proposals.

ANDERSEN CONSULTING (*Atlanta, Georgia*)

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 ILLUSTRATED (*Atlanta, Georgia*)

1998 – 1999

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

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

- APPLE TV: <http://9to5mac.com/2013/10/29/apple-tv-nba-league-pass-app-updated-for-new-season/>
- ROKU: <http://www.roku.com/channels#!details/1508/nba-game-time>
- ITUNES PREVIEW: <https://itunes.apple.com/us/app/helio-soneca-bjj/id894036778?ls=1&mt=8>

AWARDS & HONORS

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

PRESS COVERAGE

- Press coverage on my masters research project was covered by AP Television (November 2010): <http://www.euronews.net/2010/12/16/us-scientists-lend-a-helping-hand/>
- Press coverage on my research by CNN Edge of Discovery (June 2009): <http://www.cnn.com/video/#/video/tech/2009/06/26/eod.smart.home.cnn/>

PROFESSIONAL ORGANIZATIONS

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