

Strategist  
Creator  
Innovator

# ANDERSON LAWSON.

Product Manager & Software Developer

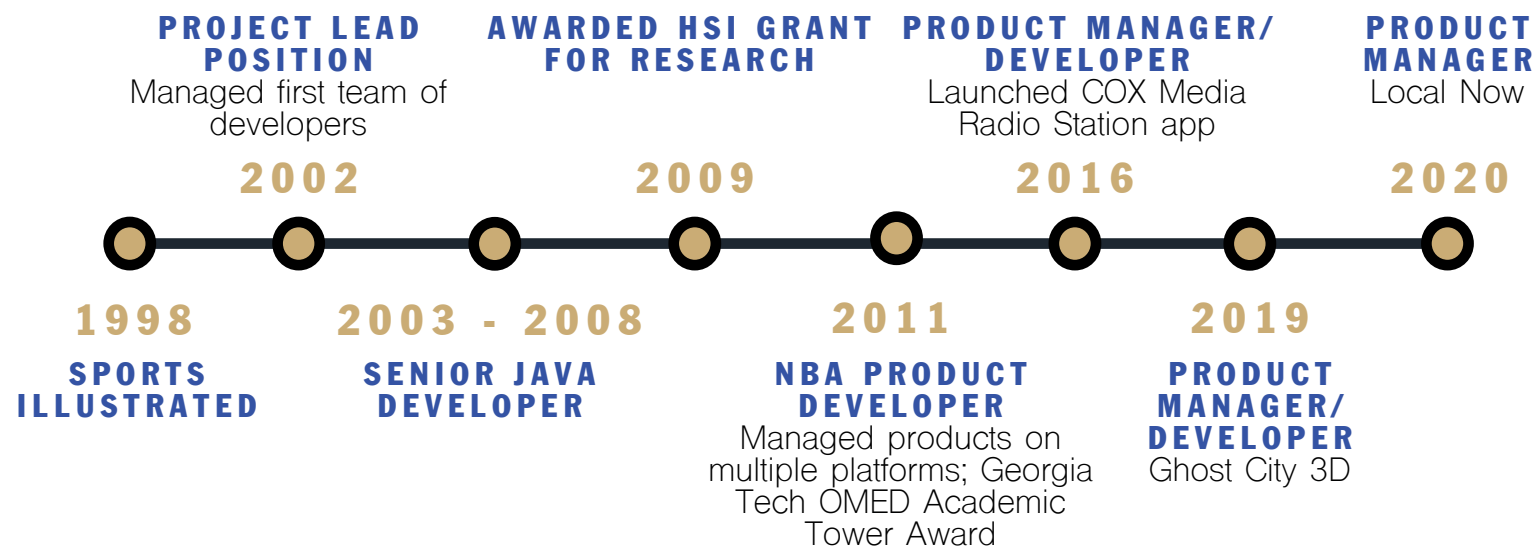
A product leader with a lifelong passion for technology with and a rare combination of software development, user experience, and product management skills.

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.

## COMPETENCY & EXPERIENCE

### COMMUNICATION



### INNOVATION



### LEADERSHIP



### PLANNING



### CODING LANGUAGES



### 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

Able to navigate complexity, embrace ambiguity and prototype solutions.

Innovation

## 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

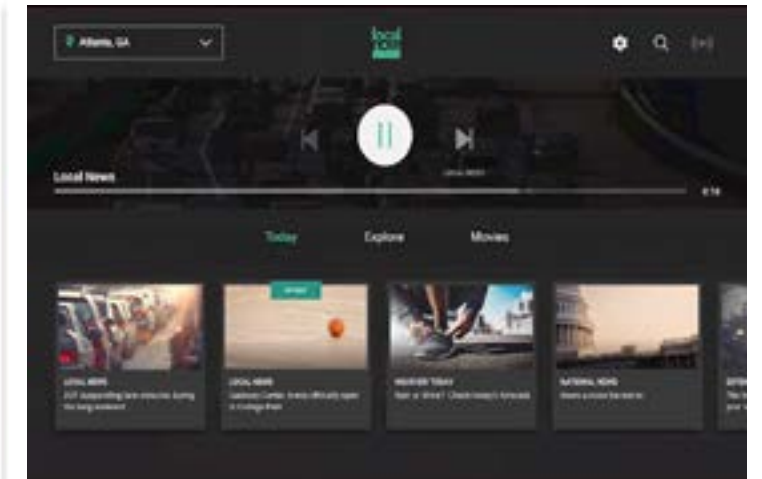
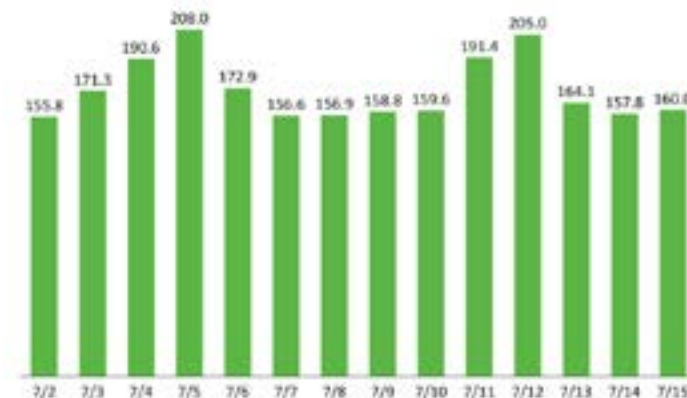
### CONNECTED DEVICES

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

## ● The Weather Channel 2019 - Current Product Manager

- Communicate with stakeholders to understand business needs and translate them into product requirements. Create epics, user stories and tasks to carry out requirements.
- Synergize with other PM's and engineers to groom stories and prioritize the delivery of work items within upcoming work sprints.
- 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.
- Host 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 mockups that capture feature functionalities.
- Analyze application usage metrics (MAU, Total Minutes, TSV) to understand user behaviors. Provide reports or feedback on trending.
- Worked with Gracenote & TiVo to update Electronic Programming Guides (EPG) and associated metadata to optimize product brand and discoverability.

## ● 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 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.
- Developed UNIX scripts to simplify DFP ad configuration changes, to speed our ability to apply changes per IRF requests.

## ● 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.
- Redesigning 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.
- Managed all deployment updates to production.
- 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.

# 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

- 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

# 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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