

# Marc Anderson Lawson

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(770) 605-7481

## EDUCATION

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GEORGIA INSTITUTE OF TECHNOLOGY *spring 2011*  
*Atlanta, Georgia*  
*Masters in Human Computer Interaction*  
*GPA: 3.66/4.00*

MOREHOUSE COLLEGE *summer 1998*  
*Atlanta, Georgia*  
*Bachelor in Computer Science*

## CERTIFICATIONS

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*Sun Certified Programmer for Java 2 Platform*

## TECHNICAL SKILLS

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### Languages

- **Proficient in:** *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*
- **Other:** *Eclipse, FlexBuilder, xCode, Interface Builder, Arduino, XMLSpy, Charles, Ethereal, Jira, HP Quality Center, Remedy, GIT, CVS, Subversion, Ant, Maven, MS Office Suite*

## PROFESSIONAL EXPERIENCE

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NBA Digital (*Atlanta, Georgia*) *2011- Present*  
*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

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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: <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

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

## PRESS COVERAGE

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- 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

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