

Strategist
Creator
Innovator

ANDERSON LAWSON.

Product Manager & Software Developer

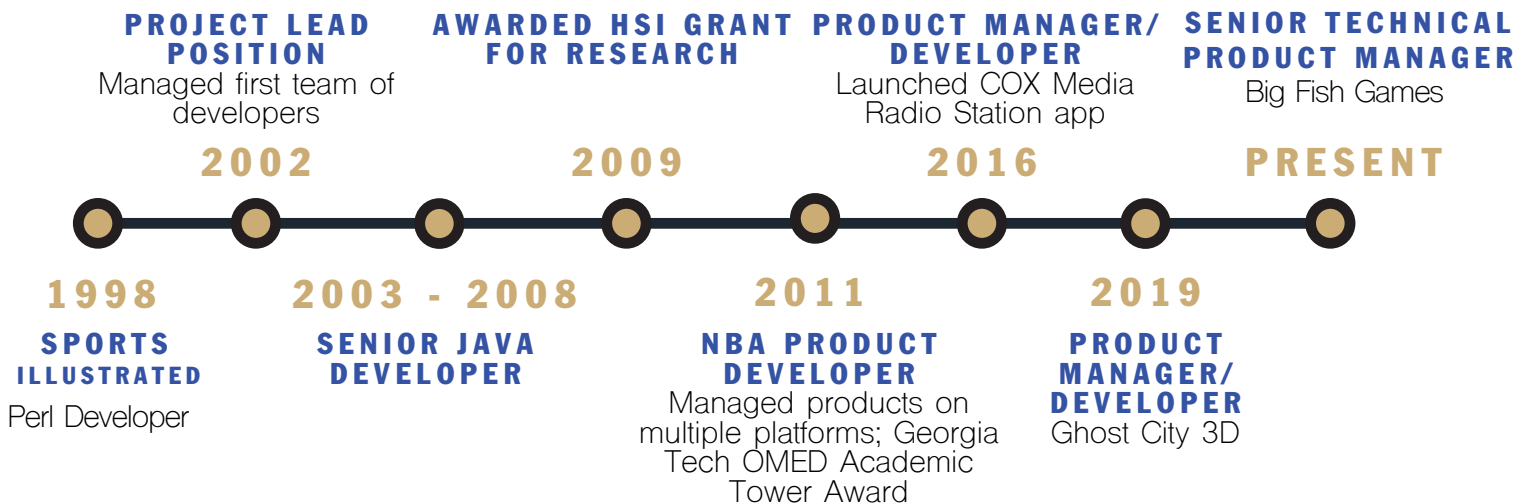
A product leader with a lifelong passion for technology with and a rare combination of software development, user experience, and product management skills.

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

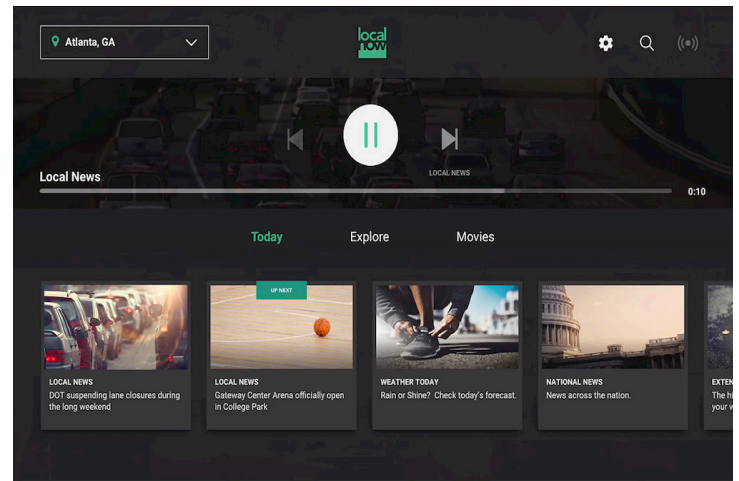
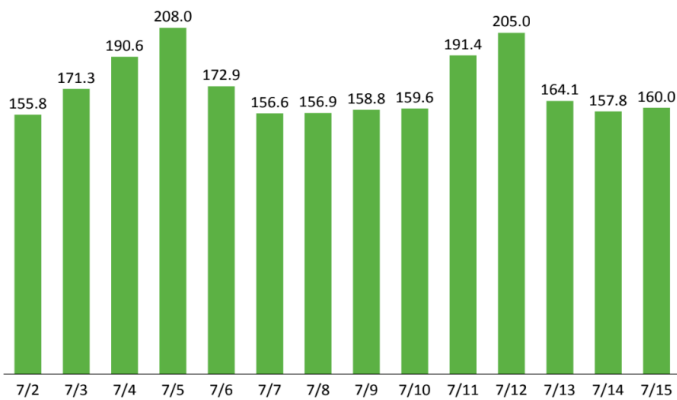
CONNECTED DEVICES

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



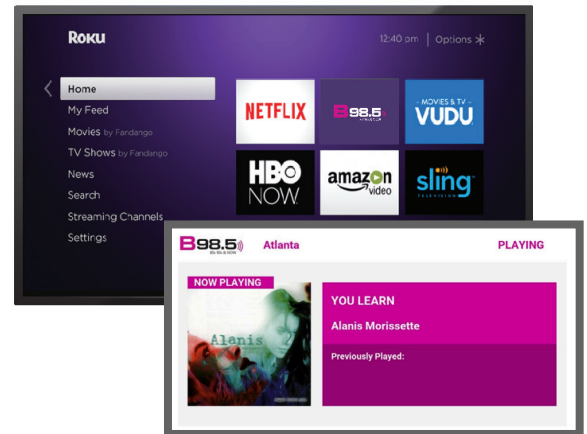
NBA

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](#)

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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

- Led as a Technical Product Manager over the Core SDK Team, demonstrating a track record of successfully managing the software development team roadmap.
- Defined and executed the BFG SDK strategy, establishing core foundational elements.
- Developed and enforced SDK Team Tenets, emphasizing acceleration of time to market, keeping the dependency chain up to date and stable Orchestrated the establishment and maintenance of critical SDK Core Features, including authentication and identity services, compliance tools, purchasing systems, and analytics.
- Established and maintained relationships with partner engineering teams and TPM's, managing multiple initiatives with separate stakeholders.
- Demonstrated a proactive approach to removing blockers, accurately forecasting risks, mitigating exposure, and escalating issues when necessary.

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.
- 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.
- Updated the user experience to increase engagement through the use of updated UI design patterns.

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.

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

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.
- 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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