

Strategist  
Creator  
Innovator

ANDERSON  
LAWSON.

**Product Manager & Software Developer**

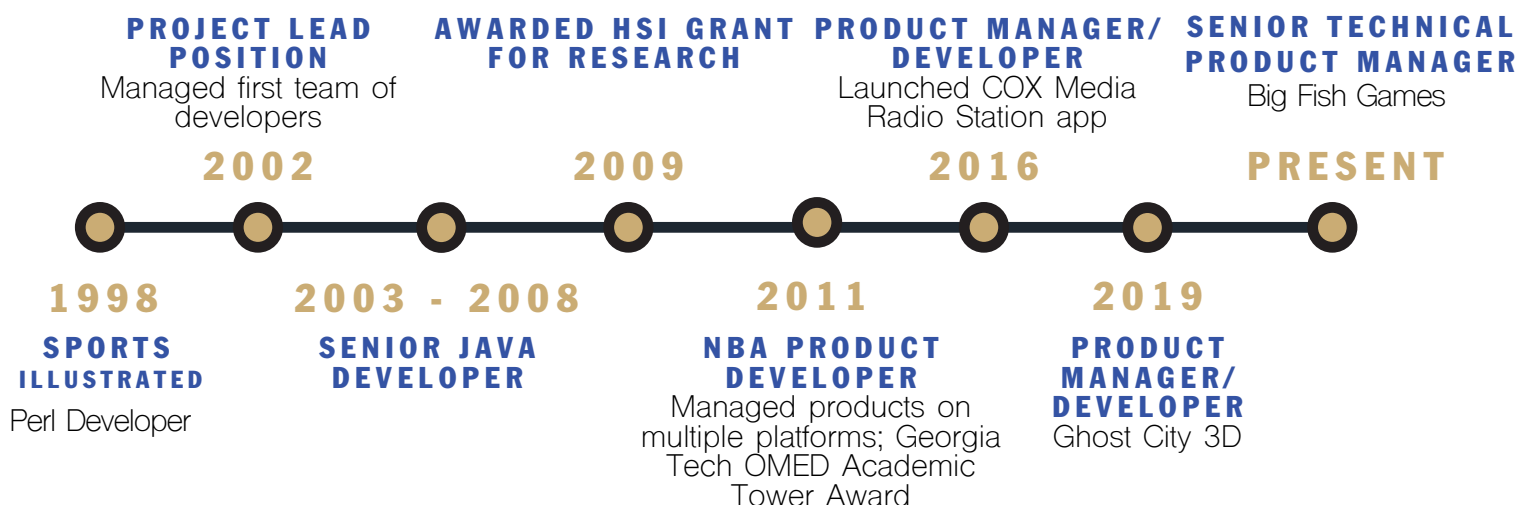
A product leader with a lifelong passion for technology with and a rare combination of software development, user experience, and product management skills.

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

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● **LEADERSHIP**

● **PLANNING**

● **COMMUNICATION**

● **STRATEGY**

● **INNOVATION**

● **TECHNOLOGY**

## AUTHORITY IN THE AREAS OF:

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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

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### 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

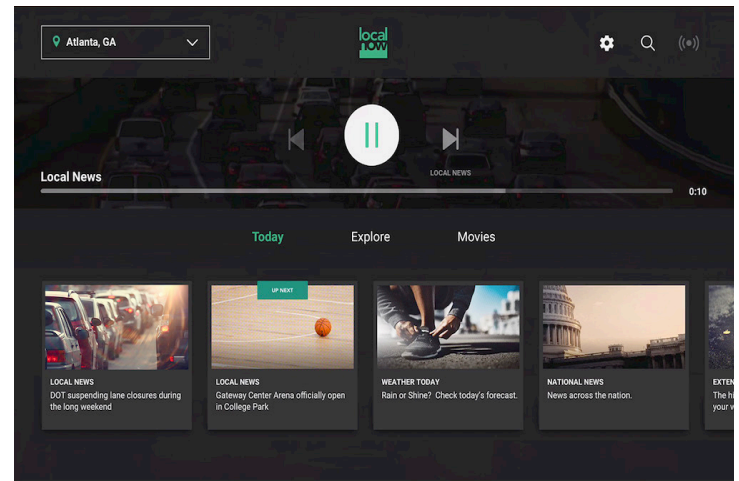
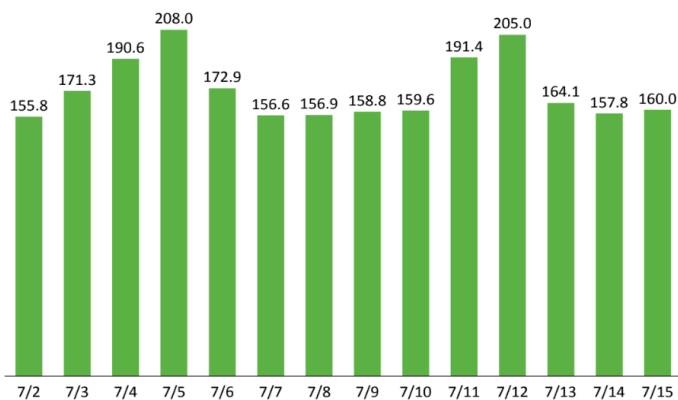
### CONNECTED DEVICES

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

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## NBA

Defined technical requirements documentation for developers across multiple digital platforms: iOS, Android, Roku, AppleTV & Apple Watch.

[VIEW IN THE APPLE APP STORE](#)

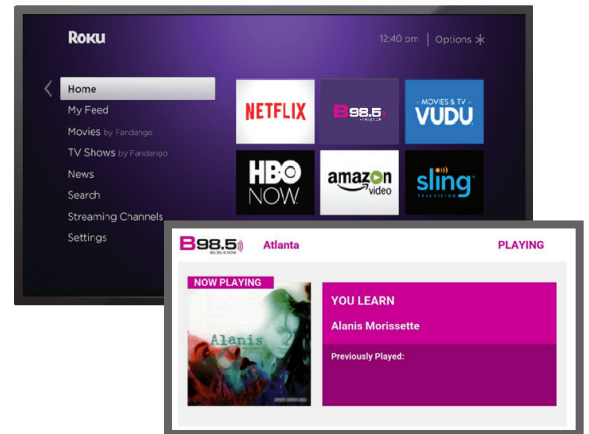
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## COX RADIO STATIONS

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](#)

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## 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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# 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

### 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 (BI) team to establish KPI's and success metrics for initiatives.
- 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.
- Worked with Platform Engineering to update mobile telemetry JSON message contracts .
- 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.
- 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.
- 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. Improved average session duration through 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.

### 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

### 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.
- 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

### 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 class 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 Pass: NBA League 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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