

ANDERSON LAWSON

Product Leader

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SUMMARY

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

EXPERIENCE

Senior Technical Product Manager

2022 - 2024

Big Fish Games

Seattle, Washington
(Remote)

- Responsible for the Core SDK team product roadmap that provides the foundational elements shared across multiple games in the company portfolio.
- Generated business requirements and release notes. Worked with internal Business Intelligence team to establish KPI's and success metrics for initiatives.
- Extended Consent Manager UI to allow games to have unique look and feel for all GDPR related pop-up modals. Resulted in an increase in 24 hour retention rates.
- 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.
- Reduced mobile telemetry JSON message contracts. Lowering operating and services costs by ~23K per year.
- 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.
- Led the effort in selecting Interactive Advertising Bureau (IAB) compliant Consent Management Platform (CMP) for Big Fish Games.
- Managed User Stories, maintained the product backlog and facilitated agile ceremonies.
- Aligned with external game studio stakeholders on product related initiatives.

Senior Product Manager

2021 - 2022

Imagine Games Network

San Francisco, CA
(Remote)

- 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.
- Rebranded the value proposition of the IGN Prime premium subscription service. New visitor sessions increased and overall NPS score improved from 33 to 36.
- 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. Average session durations improved nearly 4% due to 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.

SKILLS

Team Leadership · Product Strategy ·
Market Research · Product Roadmapping ·
Agile Development · User Experience ·
Requirements Documentation ·
Competitive Analysis

SOFTWARE & TECHNOLOGIES

Programming Languages

SQL, Python, C#, Java, C/C++, Perl, PHP, Swift, Object-C, BrightScript, LUA, HTML, CSS, Javascript, JSON, XML

Software

Product Roadmapping: Jira, Trello, PivotalTracker, Asana

Development & Collaboration: Confluence, Slack, GitHub, GitLab, BitBucket, Helix Core P4V, CVS, Subversion

Data Visualization: Tableau, Looker
Analytics & A/B Testing: Leanplum, Optimizely, Google Optimize, Omniture (Adobe Analytics), Segment
Prototyping: Sketch, Balsamiq, Figma

API Tools: Charles Proxy, Postman, Swagger

OS Platforms: Microsoft Windows, MacOS, Linux, iOS, CentOS, Ubuntu
Cloud Computing: Amazon Web Services (AWS), Google Cloud Platform (GCP)

IDE: Rider, Visual Studio, Xcode, Arduino

Game Engines: Unity, Roblox Studio

General Productivity Tools: Google Workspace, MS- Office Suite, Miro

AI/ML: Jupyter, Scikit-learn

Generative AI: OpenAI API

EDUCATION

Masters of Science in Human Computer Interaction

Georgia Institute of Technology
Atlanta, GA

Bachelors of Science in Computer Science

Morehouse College
Atlanta, GA

EXPERIENCE

Product Manager

2019 - 2020

The Weather Channel

Atlanta, Georgia

- 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.
- Hosted discovery meetings with multiple stakeholders to discuss solutions to complex business initiatives.
- Documented technical product requirements for automated video products. Worked closely with designers, to create mock-ups to capture feature functionalities. Communicates with 3rd party content providers to understand feed API's and manage the development of the products with an outside development resource.
- Communicated with stakeholders to understand business needs and translate them into product requirements. Create epics, user stories and tasks to carry out requirements.
- Aligned with PM's and engineers to groom stories and prioritize the delivery of work items within upcoming work sprints.
- Integrated the Kaltura video platform with Local Now. Managed the ingestion of and video content and metadata. Work with stakeholders to create utilities to improve integration with the platform.
- Analyze application usage metrics (MAU, Total Minutes, TSV) to understand user behaviors. Provide reports or feedback on trending.
- Managed a project with Gracenote & TiVo to update Electronic Programming Guides (EPG) and associated metadata to optimize product brand and discoverability.
- Proactively monitor and evaluate Local Now QoS performance on distribution applications.

Senior Product Manager

2018 - 2019

Bellhop

Atlanta, Georgia

- 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

Technical Product Manager

2016 - 2018

NBA Digital

Atlanta, Georgia

- Collaborated with cross-functional teams to implement multi-platform solutions.
- Wrote Technical Requirements Documentation for developers across on all digital platforms.
- Responsible for selecting 3rd Party integration tools for product team.
- Developed and maintained the application configuration strategy for all NBA platform products and applied changes using version control and a S3 deployment pipeline.
- Conducted trainings on internal and external integration tools.
- Provided data analytics for key stakeholders.
- Managed the push notification strategy for NBA mobile app users.
- Enabled environments and content testing for 24/7 developer availability and simulation testing.
- Provided ongoing support for operations support team.
- Managed & peer-developed Apple TV (version 3) for the 2017-18.
- Developed a shell script automation tool to simplify the Double Click for Publishers (DFP) ad configuration process. The tool removed human error and boasted an improvement factor nearly 60 X faster.
- Developed scripts to manage Push Notification devices using party RESTful API.

CERTIFICATION

Certified Product Manager

Course by AIPMM focusing on core skills for product management success in the technology sector.

Java Developer

Sun Certified Java Programmer

AWARDS

HSI Seed Grant Award

50K awarded to research on the [Helping Hand](#), a project demonstrating potential viability for the visually impaired.

Georgia Tech Academic Tower Award

Tower awards recognize the academic success and performance of students across the entire matriculation cycle for all classifications and major.

FIND ME ONLINE

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MY LIFE PHILOSOPHY

"Sticks in a bundle are unbreakable"

— African Proverb

EXPERIENCE

Senior Product Developer

2011 - 2016

NBA Digital

Atlanta, Georgia

- Managed every aspect of the Game Time product on both the AppleTV and Roku platforms.
- Developed the initial Proof of Concept app for the Amazon Alexa platform.
- 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 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.
- Tested AppleTV to determine the feasibility of implementing Akamai Sola Analytics Plugin.

Software Developer

2008 - 2011

CBEYOND

Atlanta, Georgia

- 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 3rd 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.

Software Developer

2003 - 2008

Avaya

Atlanta, Georgia
(Remote)

- 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.

Lead Software Developer

2002 - 2003

Equifax

Alpharetta, Georgia

- 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