

JUSTIN LAWSON

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PROFILE

Versatile engineering leader with a background in software, design, psychology and ad tech. Trusted by business and technology partners to translate ambiguous needs into stable systems, accountable delivery and pragmatic transformation. Builds teams through clarity, empathy, measurable outcomes and strong cross-functional relationships.

CORE LEADERSHIP

Engineering and technical strategy, multidisciplinary team leadership, coaching and career development, cross-functional program delivery, stakeholder and vendor management, operating model and process design, incident, risk and audit leadership, executive and business communication.

TECHNOLOGY

PLATFORMS & ENGINEERING:

AWS, GCP, Lambda, S3, serverless architecture, JavaScript, TypeScript, Python, PHP, React, Angular, Node.js, APIs, integrations, event-driven systems, Databricks, SQL, NoSQL, data platforms, Docker, Terraform, CI/CD, Datadog, automated testing, Adobe Analytics and Launch.

A-ASSISTED DELIVERY: architecture exploration, requirements synthesis, development acceleration, workflow automation, and technical analysis using Gemini, Codex, and Kiro.

EXPERIENCE

SOFTWARE ENGINEERING MANAGER | EchoStar | DISH Media | Jan 2025 - Present

AWS Lambda, S3, APIs, CRM/OMS Integrations, Serverless and Event-Driven Architecture

Reported to the VP of Video Services and served as primary technology partner for DISH Media, leading an 8-person team across New York, Colorado and India and owning delivery, support, governance and modernization for its ad tech environment.

- Governed 14 AWS accounts, 5 internal applications, 4 serverless automations and multiple ad-tech platforms across business and IT environments
- Directed intake and delivery of 40+ single and multi-track initiatives spanning software engineering, data science, data warehousing and robotic process automation
- Delivered a political campaign automation platform that reduced manual setup by 30% and eliminated the need for seasonal contractors
- Led an AI-assisted CRM migration and multi-vendor integration designed to reduce advertiser and agency onboarding from several days to under an hour
- Aligned 6 business teams and 4 vendors around secure API, event-driven, S3 and email-parsing integration patterns, enabling subsequent campaign and billing transformation
- Served on the voluntary Career Targeting Committee, co-creating standardized technical career ladders and an internal role portal for Video Services

TEAM LEADER | Rocket Mortgage | 2023 - 2024

Adobe Data Collection, Adobe Launch

Led data and experimentation engineering teams supporting measurement, tag management and analytics implementation across 15 product teams.

- Managed 4 data engineers and 2 experimentation engineers across two sub-teams
- Established hiring assessments and career ladders to grow senior individual contributors
- Developed on-call and incident-response practices for shared data collection systems
- Partnered with Staff Engineers, PMs, POs and analysts on analytics support and implementation planning

TEAM LEADER | Rocket Central | 2023

Angular, Go, Sitecore

- Led a team of 7 full-stack engineers and collaborated on an internal customer dashboard for managing progress toward homeownership milestones
- Facilitated sprint planning, estimation and sequencing
- Mentored associate developers through senior software engineers
- Supported engineers through complex assignments, career development, and specialized work-authorization requirements
- Managed high priority tech incidents and developed incident reporting to assess impact

SOFTWARE ENGINEERING MANAGER | Choozle | 2021 - 2023

Next.js, TS, Jest, Data Dog, GCP, Firebase, Material UI

Led multidisciplinary engineering teams across customer-facing products, internal platforms and organizational development during scale-up growth.

- Managed 7 data, software and QA engineers across onsite and remote teams
- Redesigned SDLC across 3 cross-functional teams and 2 platforms
- Developed career ladders across 2 domains and 10 roles while hiring 12 roles from VP to IC levels
- Led value streams across user activation, engagement and legacy platform modernization
- Partnered with engineering, product, and executive leaders on deployment strategy, organizational health, and inclusive practices

LEAD UI ENGINEER | Choozle | 2020 - 2021

Cake PHP, React, TS, Context API, Jest, Material UI, styled-components

- Led cross-functional feature delivery across legacy and rebuilt platforms
- Facilitated sprint planning, roadmap consultation, estimation and sequencing
- Mentored junior developers and helped shape front-end technical direction
- Developed features in PHP, JavaScript and React while steering interface design practices

UI ENGINEER | Choozle | 2016 - 2020

Cake PHP, React, TS, CSS, Sass, Cypress, Apollo GraphQL, Recharts, D3, Foundation

- Designed and developed features for 2 programmatic advertising platforms
- Built bid scheduling, campaign targeting, audience builder and custom data visualization interfaces
- Improved campaign click-through by 25% through HTML email templates
- Created 120+ reusable, tested React/TypeScript UI components and multiple design systems
- Streamlined styling approach, reducing CSS by approximately 19,000 lines

EDUCATION

Fullstack Development Certificate, Galvanize - Denver, 2015 - 2016

MA, Psychology, Naropa University, 2007 - 2010

BFA, Art and Design, Iowa State University, 2002 - 2006