

ROBERT COLDWELL

Sachse, Texas • 210.542.8258 • robert@icoldwell.com • [Website](#) • [LinkedIn](#)

PROFILE

Software Director and AI Engineering Leader with 20+ years designing and delivering large-scale video streaming, automation, and UX systems for telecommunications and media organizations. Extensive experience leading cross-functional global teams, architecting LLM-powered automation platforms, and driving enterprise product roadmaps across 7+ device ecosystems. Proven ability to transform operations with AI, accelerate release cycles, and strengthen customer relationships through technical account leadership.

Core Strengths:

- AI/LLM Integration • Prompt Engineering • Automation Architecture
- Product Strategy • Roadmap Planning • Technical Account Management
- QA Automation • Testing Platforms • CI/CD
- Multi-Platform Video Services: iOS, Android, Apple TV, Android TV, Fire TV, Roku, Web
- UX Systems • Accessibility • Design Systems
- International Team Leadership • Agile / SAFe
- Python, JavaScript/TypeScript, React, Node.js, Docker, MQTT, Appium, Selenium

PROFESSIONAL EXPERIENCE

TV2 Consulting, Dallas, TX | 2020 – present

Software Engineering & Product Management (2024 – present)

Lead strategic engineering initiatives and product development for enterprise streaming platforms supporting 5 telecom providers across the US and Canada. Direct an 11-member international QA organization and manage full lifecycle delivery across seven device platforms.

Key Achievements:

- **AI Engineering:** Designed and built TAP, an AI-driven testing automation platform using LLMs and MQTT, cutting manual testing time by 60%.
- **Product Leadership:** Own annual feature roadmaps and quarterly releases for 5 enterprise customers; coordinate synchronized deployments across iOS, Android, Apple TV, Android TV, Fire TV, Roku, and Web.
- **Client Leadership:** Primary Technical Account Manager for Northwestel, CCAP, Paul Bunyan, and Bolt; oversee requirements, delivery, SLAs, and escalations.
- **Process Optimization:** Implemented Azure DevOps workflow improvements that accelerated ticket resolution by 40% across 500+ annual requests.
- **Generative AI Development:** Built tools that auto-generate test case code using LLMs, reducing test creation from days to hours.
- **Monitoring & Assurance:** Created Service Assurance+, an analytics dashboard for real-time system performance and incident forecasting.
- **Hardware/Platform Integration:** Led evaluation and deployment of Android TV hardware (VideoStrong, Evolution Digital) and integrated 20+ devices into automation labs.

QA Engineering Lead (2022 – present)

Founded and scaled QA operations for a multi-platform streaming ecosystem spanning North America and India.

Key Achievements:

- Built and managed an 11-person QA team across 3 time zones.
- Developed automated test infrastructure using Python, Appium, and custom tools.
- Created rigorous testing and monitoring practices.
- Authored QA standards, onboarding systems, and documentation used by internal stakeholders.

Design & Development Leadership (2020 – present)

Continue to drive UX innovation and technical implementation across all platforms while managing expanded engineering responsibilities.

Key Achievements:

- Maintained 1,000+ screen Zeplin libraries across 7 platforms; automated brand-adaptation workflows with custom Sketch plugins; top 100 Zeplin user.
- Led WCAG 2.1 AA accessibility compliance efforts for Bell Media.
- Built interactive prototypes and internal tools using JavaScript/TypeScript, Python, and modern frameworks.
- Contributed to native iOS/Android development and IPTV/OTT feature prototyping.

AT&T, San Antonio, Dallas, & Plano, TX | 2006 – 2020**Lead UX Designer** (2019 – 2020)

- Drove enterprise design systems adopted by Big Data team designers.
- Gamified data-labeling workflows, boosting engagement by 200%.
- Partnered with IBM on RPA evaluation, identifying \$2M in efficiency improvements.
- Designed global real-time monitoring dashboards for multi-data-center operations.

Senior Lead UX Designer & Architect (2015 – 2019)

- Led UX architecture for the AT&T TV Android TV platform; collaborated directly with Google.
- Designed ~30% of the national AT&T TV product UI.
- Served as Accessibility Champion ensuring WCAG/FCC compliance.
- Built Unity-based interactive prototypes reducing research validation time by 60%.
- Managed UI/UX, motion design, and content teams.

Associate Director – Interactive Design (2006 – 2015)

- Led design for U-verse TV, earning multiple J.D. Power Awards.
- Achieved consistent UX improvements (2% SUS, 1% Hedonics annually).
- Internal liaison for Microsoft/Ericsson Mediaroom STB architecture.
- Led global telecom client relationships (Bell, Telus, Deutsche Telekom, Swisscom).
- Built and operated two testing labs supporting multi-client demos and competitive analysis.

Earlier Roles

Comcast (GuideWorks Joint Venture) – New Media Designer (2004 – 2006)

TV Guide – Product Designer (2003 – 2004)

GHI – Director of Multimedia (1999 – 2003)

EDUCATION

M.A., Cultural Object Restoration (Sculpture) — Tokyo University of the Arts

M.F.A., Spatial Arts (Sculpture) — San Jose State University

B.F.A., Art & Japanese Language — Occidental College

Languages: English (Native), Japanese (Fluent)

PATENTS

Method and Apparatus for Creating Dynamic Webpages in a Media Communication System

System and Apparatus for Managing Video Content Recordings

System and Method for Interactive IPTV Help

System and Method for Providing Mobile Traffic Information

Control of Access to Multimedia Content