Lana McCarthy, MS, RD, LD

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Professional Summary

Cross-disciplinary nutrition educator and entrepreneur with a unique background spanning higher education, digital health innovation, and tech start-up leadership. Proven expertise in teaching undergraduate nutrition science, building innovative curricula, managing high-enrollment courses, and mentoring future dietitians. Founder and CEO of a successful nutrition education app and platform reaching thousands of users, blending evidence-based content with user-centered design principles. Agile and mission-driven professional passionate about empowering individuals and communities through science-based education and accessible wellness tools.

Core Competencies

• Nutrition Education • Research Methods • Curriculum Development • Business Strategy and Innovation • Product Development • Leadership and Mentorship • Public Speaking • Problem Solving • Agile Workflows • Team Building •

Professional Experience

Lecturer & Graduate Program Coordinator, Texas State University

San Marcos, TX | Spring 2022 – Present

• Coordinate all operational aspects of a multi-cycle graduate admissions process.
• Manage graduate student lifecycle administration from admission through graduation, including degree audits, registration oversight, graduation eligibility checks, and comprehensive exam logistics.
• Coordinate graduate assistant recruitment, matching, eligibility verification, and placement across teaching, lab, and faculty-support roles, including contingency planning for funding and enrollment changes.
• Design and teach undergraduate courses in nutrition science, food systems, nutrition physiology, research methods, and health promotion to over 500 students each semester.
• Develop new coursework, including the 'Nutrition Myths and Misconceptions' elective.
• Focus on critical thinking, scientific literacy, and real-world application.

CEO & Co-Founder, Healthy Bytes

Austin, TX | 2021 – Present

• Led creative direction and user-centered design for a free nutrition education app.
• Directed the design, development, and feature execution, ensuring scientific accuracy.
• Authored thousands of evidence-based nutrition facts and vetted external resource links.
• Managed production processes and conducted comprehensive quality assurance testing.
• Achieved successful free distribution across Apple and Android platforms.

Founder & CEO, Let Me Learn Ya

Austin, TX | 2020 – Present

• Founded and managed a private practice offering outpatient medical nutrition therapy, utilizing motivational interviewing, ADIME strategies, and customized disease-specific protocols.
• Created and published educational materials across multiple platforms, including blog articles, patient handouts, and social media content.
• Transitioned the platform to focus on public nutrition education through social media, including TikTok, YouTube, Instagram, and Facebook.
• Produced original multimedia content: scripting, filming, lighting, editing, recipe development, and graphic design for hundreds of videos
• Maintained the Let Me Learn Ya blog to support broader nutrition literacy and critical thinking.

Nutritionist, Austin Health and Human Services: Supplemental Nutrition for Women, Infants, and Children (WIC)

Austin, TX | 2018- 2019

•Physical and nutritional assessment of clients
•Counseling of clients on nutrition, specific health needs, meal plans, and breastfeeding
•Determination of nutritional risk and prescription of supplemental food and formula
•Leading nutritional education classes
•Documentation of client's history and progress

Creative Director, Senior Producer, Product Manager, Zynga

San Francisco, CA | 2007 – 2012

• Led cross-functional teams in developing top-grossing mobile and social games.
• Oversaw project life cycles, focusing on user engagement, data analytics, and agile workflows.
• Built foundation in leadership, innovation, and fast-paced tech environments critical to future entrepreneurial success.

Education

Austin Community College and Texas State University | 2013-2020

•Bachelor of Science in Nutrition and Foods | Texas State University

•Master of Science in Human Nutrition | Texas State University
•Dietetic Internship | Texas State University

Skills and Certifications

• Registered Dietitian Nutritionist (RDN)
• Licensed Dietitian (LD)
• Certified Yoga Instructor
• Microsoft Office Suite • Data Analysis • Scrum Basics