Lana Farkas

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Experience

Personalized Learning Squared (PLUS)
Product Design Intern
Jan 2025 — Present
Pittsburgh, PA

- Designed and refined key marketing pages for PLUS's public-facing website, improving clarity across content sections.
- Collaborated with developers to implement updated designs using an evolving internal design system.
- Contributed to the ongoing development of the system by auditing existing components, identifying inconsistencies, and documenting upgrades.

South Fayette School District (Capstone)
Product Manager, UX Designer
Jan 2025 — Present
Pittsburgh, PA

- Leading design and product strategy for *StackBuilder*, a system that empowers students to create learning stacks aligned with real-world industry pathways.
- Collaborated with educators, developers, and stakeholders to define core features for the MVP, currently in development for pilot testing with 3,400+ K–12 students.
- Conducting iterative research and prototyping to explore non-linear education models and surface student agency through personalized, stackable experiences.

Aquatonomy
Product Experience Designer
Sep 2024 — Jan 2025
Pittsburgh, PA

- Collaborated with a team of 5 designers to redesign the user interface for Aquatonomy's autonomous robotic system, improving both the Human-Robot Interaction (HRI) interface and the data portal.
- Led user journey mapping and service blueprinting to streamline interactions in GPS-denied, underwater environments.
- Conducted user testing and integrated feedback into iterative interface improvements.

Moonranger x NASA
Mission Operations Designer
Aug 2024 — Dec 2024
Pittsburgh, PA

- Collaborated with a team of 4 designers and 3 software developers to redesign the Mission Control System (MCS) interface for the MoonRanger rover.
- Developed a consistent, scalable design system for 24/7 lunar mission operations.

Reingold, Inc.
Digital Project Management Intern
May 2023 — Sep 2023
Alexandria, VA

- Gathered project requirements from NBA and OMHSP stakeholders and ensured alignment with development goals.
- Coordinated task timelines and quality assurance across UX, content, and development teams.

Education

Carnegie Mellon University, School of Computer Science
Master of Human-Computer Interaction (MHCI)
Expected Aug 2025
Pittsburgh, PA

- Relevant Coursework: Programming Usable Interfaces, Interaction Design for Human-Computer Interaction, User-Centered Research and Evaluation, Design of AI Products, AI Venture Studio

University of Virginia, College of Arts & Sciences
Bachelor of Arts in Cognitive Science, with Distinction
May 2024
Charlottesville, VA

- Relevant Coursework: HCI in Software Development, Usability Engineering, User Experience Design, Data Structures and Algorithms, Discrete Math and Theory

Skills

UX Strategy & Research:
Journey Mapping, Affinity Mapping, Service Blueprinting, Stakeholder Alignment, Design Principles, Heuristic Evaluation, Competitive Analysis, A/B Testing, Card Sorting, User Interviews, Usability Testing, Contextual Inquiry, Wizard of Oz, Survey Design, Cross-functional Collaboration

Design & Prototyping Tools:
Figma, FigJam, Framer, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects), Procreate, Sketch, Webflow, Wordpress, Blender, AutoCAD, Fusion 360

Technical & Development:
HTML, CSS, JavaScript, TypeScript, SQL, Python, Java, PostgreSQL, React, SwiftUI, Node.js, Git, Linux, Xcode, VSCode, Arduino