

DUO - WEI YANG

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PROFESSIONAL SUMMARY

Product designer with a developer's fluency. I bring cross-sector experience in energy, insurance, healthcare and more sectors to create interactive, production-ready experiences that close the gap between design intent and technical execution.

WORK EXPERIENCE

BRAND IDENTITY DESIGNER, LEAD PRODUCT DESIGNER

Safe Road Solutions / Atlanta, USA

04/2026 - Present

- Leading brand discovery for Safe Road Solutions, a Georgia Tech-affiliated AI road safety startup, establishing visual identity systems including color, typography, and strategic direction frameworks from the ground up.
- Designing and developing a stakeholder-facing website and strategy presentation that translates complex AI research into accessible content for both technical and general audiences.

JOURNALIST

Decaturish / Atlanta, USA

05/2016 - Present

- Contributed community journalism to Decaturish, translating complex local government issues including utility disputes, school board policy, and community activism into accessible, human-centered stories for a general readership.

PRODUCT DESIGNER

Carrier / Atlanta, USA

06/2022 - 08/2025

- Architected and maintained Air, Carrier's enterprise design system, encompassing components, patterns, tokens, and documentation that enabled cross-functional teams to build digital products faster and with greater consistency at scale.
- Partnered with engineering to design and ship high-performing HVAC product interfaces, which contained data-heavy products, such as dashboards, analytics, monitoring tools, and data visualization, and launched globally across multiple markets.
- Led high-impact initiatives in partnership with data analytics and AI/predictive teams, owning the full product experience from workflow architecture to final interaction.
- Mentored two junior designers, providing structured feedback that elevated design quality and accelerated workflow efficiency across the team.

PRODUCT DESIGNER

State Farm / Atlanta, USA

05/2021 - 12/2021

- Led redesign and rebranding of State Farm's Simple Insights blog and supporting web pages, improving visual coherence and user experience across a high-traffic content platform.
- Developed scalable design templates that standardized UI patterns and drove efficiency across design teams company-wide.

PRODUCT DESIGNER

City of Milton / Milton, USA

05/2020 - 08/2020

- Designed a "walking school bus" mobile app end-to-end using Sketch, conducting user research with local residents to inform an intuitive, community-focused experience.
- Created the app's logo and animated splash screen, establishing a cohesive visual identity for the product.
- Produced promotional and branding materials including a website and digital poster to support the app's public launch.

GRAPHIC DESIGNER

Georgia Tech Cable Network / Atlanta, USA

09/2017 - 05/2021

- Produced graphics for social media and broadcast TV channels with a combined reach of over 100,000 viewers, maintaining consistent visual brand across platforms.

PRODUCT DESIGNER

Innovation Skane / Malmö, Sweden

04/2019 - 06/2019

- Designed a healthcare service concept to strengthen trust and communication between nurses and doctors working remotely, conducting empathy mapping, user journey mapping, and service blueprinting.
- Built an interactive app prototype in Sketch to demonstrate the healthcare service to stakeholders in a final presentation.

PRODUCT DESIGNER

Telexistence / Tokyo, Japan

06/2018 - 06/2018

- Prototyped user interface designs for a robot control panel using Sketch, translating complex technical requirements into a clear, functional UI.
- Implemented the design as an HTML/CSS interface and developed a Python front-end to connect the robot to the control panel.

RESEARCH ASSISTANT

Tokyo Denki University / Tokyo, Japan

05/2018 - 07/2018

- Edited and proofread academic papers for publication-readiness, and redesigned the professor's personal website for improved usability.
- Visualized research data on Japanese smart homes using Uber's data analysis tooling, enabling clearer presentation of findings.

EDUCATION

MASTER'S DEGREE IN DIGITAL MEDIA

Georgia Institute of Technology / Atlanta, USA

08/2019 - 12/2021

- Arts and humanities-based advanced study in interaction and digital design

BACHELOR'S DEGREE IN COMPUTATIONAL MEDIA

Georgia Institute of Technology / Atlanta, USA

08/2016 - 12/2020

- Computing and programming combined with interactive media, including video game design, animation, user experience development, special effects, and interactive storytelling

SKILLS

TOOLS:	Adobe Creative Suite, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe XD, Claude Design, Gemini, GitHub, Figma, HTML, CSS, Java, Jira, Microsoft Copilot, Miro, Python, Sketch, Storybook
UI/UX DESIGN:	A/B testing concepts, Data Visualization, Design Systems, Journey Maps, Interaction Design, Visual Design, Mockups, Rapid Prototyping, Service Blueprints, Service Design, User Journey Mapping, Usability Testing, Wireframing
LANGUAGES	Chinese, Japanese