Yuhan Guo

Principal Product Designer

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Portfolio

LinkedIn

Product Designer with 10+ years working in AI/ML domains, currently leading design across AWS's AI product portfolio. Experienced in shaping new interaction paradigms for AI-powered products, driving end-to-end design in highly ambiguous spaces, and translating advanced capabilities into intuitive, trustworthy experiences in close partnership with engineering, research, and AI teams.

Knowledge & Tools

- LLM interaction design
- AI Product Design
- Collaboration with AI model training teams
- Prototyping & design research
- Figma, VS Code, Cursor

Education

Master of Information Management

University of Washington

2013 - 2015

Principal Product Designer | Amazon Quick Suite (AWS AI Platform)

June 2024 - Present

Lead designer for conversational AI across BI, research, workflow automation, and autonomous agents — consolidating fragmented tools into a unified product serving **600k+ users with 92.5% retention** across web, mobile, and extensions.

- Defined **interaction models for agentic AI** (plan-review-execute workflows, dynamic UI, motion, behavioral guidelines), creating a shared design pattern playbook used by 38 designers across products.
- Architected a data-to-action framework with 40+ native connectors and MCP integration, enabling agents to unify structured/unstructured data and execute complex actions.
- Pioneered a generative **artifact lifecycle** — turning AI conversations into persistent, editable outputs (docs, presentations, images) with iterative refinement across sessions and devices.

Senior Product Designer | AWS GenAI evaluation

Dec 2023 - June 2024

Led design strategy to **unify GenAI evaluation across AWS**, running 30+ customer studies to create a four-pillar framework adopted org-wide. Drove VP alignment and **built a 10-person team**. The framework enabled launches of AgentCore Observability, Bedrock KB Evaluation, and CloudWatch GenAI Observability — cutting debugging time by 40% and accelerating AI agent deployment across healthcare and marketing.

Senior Product Designer | Amazon SageMaker

Oct 2017 - June 2021

Led design across SageMaker's **data labeling** and geospatial ML products for 6 years. Designed Ground Truth's multi-modality annotation system (image, video, text, 3D point cloud) for clients like Torc and the NFL — reducing manual labeling effort by 70% and annotation time by 65%.

As founding designer for SageMaker Geospatial, took enterprise geospatial ML from 3% adoption to production-ready, filed a patent for collaborative map visualization (2023), delivered 600% cost savings for DataFarming, and scaled to 1,500+ organizations via Earth on AWS Viewer.

User Experience Designer | Okta

Oct 2015 - Oct 2017

Played a key role at Azuqua, a pioneer in **no-code workflow automation**, contributing to the company's growth leading up to its strategic $52.5M acquisition by Okta. This transition integrated Azuqua's advanced orchestration platform into Okta's Identity Cloud, enabling organizations to automate complex lifecycle management workflows and bridge the gap between IT security and business agility.