

# 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, Kiro

### 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 the **conversational AI** experience across BI, research, workflow automation, and autonomous agents, consolidating fragmented tools into a single product used by **600k+ users** with **92.5% retention** across web, mobile, and extensions.
- Defined core interaction models for agentic AI systems, including **plan-review-execute workflows, dynamic UI, motion, and behavioral guidelines** - establishing a shared design operating system used by **38 designers** to deliver consistent, trustworthy AI experiences across products.
- Architected a data-to-action framework, shipping **40+ native connectors** and enabling integration via Model Context Protocol (**MCP**), empowering Research, Workflow, and Autonomous Agents to unify structured/unstructured data and execute complex actions.
- **Pioneered a generative artifact lifecycle**, enabling users to transform AI conversations into persistent, editable outputs (documents, presentations, images, etc.), supporting iterative refinement across sessions, devices, and extension-based entry points.

## Senior Product Designer | AWS GenAI evaluation

Dec 2023 - June 2024

Led design strategy **unifying fragmented GenAI evaluation across AWS**, running 30+ customer studies to create a four-pillar framework adopted across the organization. Drove VP alignment and built a 10-person team. The framework enabled launches of AgentCore Observability, Bedrock Knowledge Base Evaluation, and CloudWatch GenAI Observability. It cut enterprise debugging time by 40%, reduced incident rates, and accelerated AI agent deployment across healthcare and marketing.

## Senior Product Designer | Amazon SageMaker Geospatial

March 2021 - June 2023

Founding designer for SageMaker Geospatial, transformed enterprise geospatial ML adoption from 3% to production-ready solution. Designed **industry-first collaborative map visualization** (patent filed 2023), delivered 600% cost savings for DataFarming and scaled design to Earth on AWS Viewer serving 1,500+ organizations.

## Product Designer | AWS SageMaker Ground Truth

March 2019 - Feb 2021

Lead end-to-end design for SageMaker Ground Truth **data labeling** (image, video, text, 3D point cloud) to meet the complex needs of clients like Torc and the NFL. These strategic workflow redesigns accelerated ML model development, achieving an estimated 70% reduction in manual labeling effort and a 65% reduction in annotation time.