Yanchen Guo

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EDUCATION

Pratt Institute
Brooklyn, NY
BFA Digital Arts Art & Technology | GPA: 3.7
Expected June 2027

EXPERIENCE

Innovation Ai
Sunnyvale, CA
UX/UI Designer Intern
Jan 2026 – Feb 2026

- Led the design of an AI-assisted telemedicine platform aimed at reducing user anxiety and preventing interaction errors, with a focus on accessibility for older adults.
- Designed the end-to-end patient journey, including AI-driven symptom input, skin condition photo analysis, diagnosis explanation, specialist scheduling, and video consultation flows.
- Introduced a dedicated Senior Mode featuring enhanced accessibility standards, including larger typography, simplified layouts, and automated AI voice guidance.
- Implemented error-prevention mechanisms such as exit confirmation prompts and recovery flows to minimize accidental disruptions during video consultations.
- Conducted usability testing using the Wizard of Oz methodology to evaluate interaction clarity, AI comprehension, and user confidence in the diagnostic process.
- Iterated from low- to high-fidelity prototypes based on user insights, significantly improving information hierarchy, AI transparency, visual consistency, and accessibility compliance.

PROJECTS

Bloom Pet
Oct. 2025 - Dec. 2025

- Designed and optimized the personalized recommendation flow, leveraging pet age, weight, allergies, and dental data to generate actionable, confidence building product suggestions.
- Translated research insights into improved visual structure, reorganizing navigation, categories, and information hierarchy to shift the experience from generic browsing to a health needs driven journey.
- Created differentiated interface modules, such as weight tags, allergy indicators, and age-specific prompts, to make health-based recommendations immediately intuitive and trustworthy.
- Developed dedicated UI patterns for the recommendation system, including dynamic product cards, health-need labels, and a transparent "Why this item?" explanation layer to strengthen user trust.
- Designed visual states, sorting behaviors, and guidance text triggered by each pet profile, ensuring recommendations remain clear, relevant, and supportive throughout the shopping flow.
- Improved clarity and decision efficiency by refining filters, categories, and personalization controls.

Pelobase
Nov. 2024 - Jan. 2025

- Designed Pelobase to reduce hair-loss anxiety and support users in exploring hair color and style with confidence and autonomy.
- Conducted user research and translated insights on anxiety, hygiene concerns, and style insecurity into visual principles that defined the interface tone and emotional direction.
- Built a cohesive visual system, including color rules, typography, spacing logic, and component patterns—to align the recommendation flow, community feed, and personalization features.
- Developed the visual identity by drawing inspiration from hair textures and planetary forms, creating the logo, iconography, and key graphic elements that define the brand.
- Designed 20+ high-fidelity mobile screens, refining layout, hierarchy, and readability across the home feed, wig filters, rating interactions, and profile pages.
- Created interaction flows and storyboard-supported mockups to illustrate how the UI reduces friction and increases user confidence throughout the experience.

Pety
May. 2023 - Jan. 2024

- Conducted user interviews and translated emotional insights from pet owners into visual principles that shaped a UI tone centered on safety, empathy, and reassurance.
- Built a cohesive visual system anchored in a soft, therapeutic palette, defining typography, spacing rhythm, and component patterns across the map view, community feed, and profile pages.
- Created the app's visual identity using rounded, pet-inspired illustration motifs, designing the logo and icon set to reinforce a warm, companion-focused brand personality.
- Designed and refined high-fidelity interfaces for core features, including onboarding, pet-tracking map, posting flow, community browsing, and profiles, enhancing hierarchy, clarity, and interaction ease.

SKILLS

Design: UX/UI, User Research, Ideation, Human-Centered Design, Design Thinking, Video Production & Editing, AI-assisted Design, Modeling, Rendering, Prototyping, Storyboards, Communication, Collaboration

Technical: Python, Web Design (HTML, CSS, JavaScript), Adobe Creative Cloud, Figma, CAD, SolidWorks, Keyshot, Miro, Canva