Juan Maguid

Design Engineer — Creative AI, Motion & Product

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Profile

Designer and art director with 20+ years in apps, motion and brand, always pushing myself to be more creative. AI lets me think at a larger scale: I design systems, not single outputs — creative products that make, check and publish new content on their own every week, across many platforms. People set the direction and hold the quality bar.

AI systems

Ongoing

Forever Machines
Own product · forevermachines.net

Generative sound machines and effects, invented with AI. Every week AI invents one new machine and one new effect. Twice a week the website and apps update through a fully automated workflow, quality checked before anything ships.

– Run as a one-person studio. Grown from website to Max for Live device, iOS and Mac apps, AUv3 plugin and a Steam Deck edition
– Automated trailer pipeline: machines recorded in sync, arranged on a bar grid and rendered to 16:9 and 9:16 — new trailers in minutes instead of days

Ongoing

AI SLOP TV
Own product · aisloptv.com

A 1987 living room in 3D that broadcasts the internet's AI-generated shorts around the clock. Built with AI coding agents, from a room generated by script in Blender to native apps.

– Runs itself: twice a week an automated pipeline collects new shorts from Bluesky, Reddit and YouTube, screens every clip frame by frame for unsafe content, removes watermarked or deleted ones and publishes the new channels. Only flagged clips wait for a human
– One live feed for web, VR (Meta Quest), iPhone, iPad, Mac, Apple TV, Android and Samsung TV, so new content needs no app release

2023 – Now

AI-enabled design workflows
Länsförsäkringar

AI connected to the design system and Figma, so screenshots, sketches or a brief become working, on-brand prototypes. Design tokens, icon and type tooling made usable by both designers and AI agents.

Capabilities

AI
Claude Code
Agentic & scheduled workflows
MCP: Figma, design systems
AI-assisted prototyping
Human-in-the-loop review

Creative code
JavaScript, Web Audio
GLSL, Metal shaders
Swift, iOS / macOS
Godot
Playwright automation

Design
Art direction
UI and interaction design
Motion, After Effects
Design systems
Animation, 3D

Experience

2023 – Now
UI Designer
Länsförsäkringar, Stockholm

2017 – 2023
UX Art Director (consultant)
Bouvet at Länsförsäkringar, Stockholm

2017 – 2023
Senior Designer, Competence Leader Design
Bouvet Sverige AB, Stockholm

2016
Senior Interactive Art Director
Animech AB, Stockholm

Motion design, campaigns and product development.

2014 – 2016
UI, UX and Visual Design
Gears of Leo · Heart Communication · Unibet

Product UI for online gaming, a responsive redesign cutting a site from 60 MB to 5 MB, and work on Unibet's 2015 brand refresh.

2013
Art Director
Appanero, Uppsala

12+ apps, including 5:2 Recept, featured by Apple. Kids' games and animated launch trailers.

2001 – 2020
Owner
Temperamento, Stockholm

UI, art direction and motion design. 20+ apps. Motion clients include EA, DICE, Nordisk Film, Ericsson and Thelma/Louise.

Education

2007 – 2009
BA, Digital Animation & Compositing
Jönköping University

2006 – 2007
Motion Graphics & Compositing
Image Campus

1999 – 2000
Graphic Design
Berghs School of Communication

Languages

Swedish — native level. English, Spanish — fluent.