Juan Maguid

Product Designer — Apps, Web & AI

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Profile

Product designer with 20+ years in apps, interfaces and brand. At Länsförsäkringar I have designed products from their very first version: Behovsguiden, the intranet Länet and, since 2019, the Hälsa och vård app — from its first interface to building it in the CMS and now creating our own components with AI. I take products from idea to shipped screen, and use AI to prototype and build faster without lowering the quality bar.

Product work

2019 – Now

Hälsa och vård app
Länsförsäkringar

Länsförsäkringar's health and care app. I designed its first interface and have shaped the product ever since.

– First designer on the app: created the original interface and, for a time, owned all UX and UI as the sole designer
– Build the app's screens and content in the CMS it runs on, together with the developers
– Since 2026, building our own custom components with Claude Code, from design to working code

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.

2019 – 2020

Länet, intranet redesign
Länsförsäkringar

Responsible UX/UI designer for the redesign of Länsförsäkringar's intranet.

2017

Behovsguiden
Länsförsäkringar

Designed the very first version of Behovsguiden, the guide that helps customers find out which insurance they need.

Ongoing

Own products
forevermachines.net · aisloptv.com

Two products I designed, built and run end to end, with AI coding agents.

– Forever Machines: generative sound machines, a new one every week. One product across web, iOS and Mac apps, an AUv3 plugin, a Max for Live device and Steam Deck
– AI SLOP TV: a 3D TV channel on nine platforms, from web and VR to Apple TV, fed by one live content pipeline so new content needs no app release

Capabilities

Product design	Build	Craft
UX and UI design	CMS-built apps	Visual design
Interaction design	Custom components	Art direction
Prototyping	Claude Code, MCP	Motion, After Effects
Design systems, tokens	JavaScript, Swift	Animation, 3D
Figma	AI-assisted prototyping	

Experience

2023 – Now

UI Designer
Länsförsäkringar, Stockholm

Product design for the Hälsa och vård app: UX/UI, CMS, design system and AI-built components.

2017 – 2023

UX Art Director (consultant)
Bouvet at Länsförsäkringar, Stockholm

First version of Behovsguiden, the Länet intranet redesign and, from 2019, the first designer on the Hälsa och vård app.

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.

2001 – 2020

Owner
Temperamento, Stockholm

UI, art direction and motion design. 20+ apps. Clients include EA, DICE, Nordisk Film and Ericsson.

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.