Johan Gace

Design Engineer · AI Product Designer

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Designer and engineer. I build AI products and ship them myself, on iOS, Android, web and MCP. Before starting Rewyld, I spent two years at Amazon prototyping early LLM-powered Alexa experiences, which shipped as Alexa+.

Experience

Founder, Rewyld · Wyld Way Corp · bootstrapped, solo-built — Jan 2025 – Present

- **Rewyld** (iOS and Android): designed and built the React Native app, its backend, design system and brand. It suggests a short walk outside wherever you are, and AI writes and voices each day's walk from the local weather, light, season and nature, using only facts it can source.
- Wrote Rewyld's design system and brand rules as markdown files that Claude and my agents read, so the apps and sites they build stay on brand. When output drifts, I fix the source files.
- **Pointmoon**: an API and MCP server that tells apps and AI agents what is happening outside at a given place right now (weather, sky, season, nearby nature), with a source for every fact.
- **Nature Class**: an open-source platform that turns a school's own grounds and the season into ready-to-teach outdoor lessons. Won Assembly Code fellowship funding; school pilots in the UK and US.
- **Wyld Quest** (wyld.quest): designed and built a hiking site with 50+ curated routes, challenges and a studio where hikers publish their own routes. Ran a paid 7-week pilot.
- **Rewyld for Work, Health & Campus**: created a wellbeing program for healthcare settings, workplaces and campuses, giving groups access to short guided walks that adapt to local conditions.
- **Agentic orchestration**: designed and run my own orchestrated team of AI agents (product, design, engineering, QA) on Claude Code and GitHub, with separate agents reviewing their work. In 2026 they merged 4,600+ pull requests across 30+ repositories.

Founder, Naturate · Design studio — Dec 2024 – Present

- Lead a studio for organisations that care for public and natural places, designing digital trails, maps, interpretive trails and signage.

Senior Design Technologist, Amazon · Alexa AI / AGI · Boston — Sep 2022 – Oct 2024

- Joined the founding team of the generative AI platform that became Alexa+. Led prototyping for its early LLM experiences; Amazon's CEO reviewed the prototypes, and they shaped the product's direction.
- Designed how Alexa answers on screen devices: streaming responses, waiting states, follow-up questions and visual answers.
- Co-designed Alexa's multimodal design system with an external design studio, then owned delivering, expanding and integrating it: aligned the music, video, ads and local teams on one system that replaced 40+ templates. Built the V1 front end that streamed LLM responses as they were generated.
- During rollout, content impressions grew from 42.5M to 500M and beta satisfaction rose from 50% to 76%, helped by A/B tests on visual answers. Contributed to hitting 103% of the annual ad revenue target.

Senior UX Engineer, Asurion · Remote — Dec 2021 – Dec 2022

- Owned the design system and its motion design, from Figma through to the React component library the teams built with.
- Led prototyping for a customer-support assistant built on machine learning, before LLMs.

Software Engineer, Sparq · Remote Mar 2021 – Dec 2021

- Built React apps for Fortune 500 clients and mentored junior engineers.

Skills

Design	Interaction and motion design · design systems · maps and location-based UX · brand and illustration · UX writing · user research and A/B testing
Prototyping	Figma · Framer · ProtoPie · Lottie · coded prototypes in React, React Native and Skia
AI	LLM and voice interaction design · prompt and context design · evals · agentic orchestration · Claude Code · Anthropic API · Vercel AI SDK · MCP · ElevenLabs
Engineering	TypeScript · Next.js · React Native · Reanimated · Tailwind · Mapbox · Prisma · Postgres · Vercel · AWS
Product	PostHog analytics and session replay · Stripe · Sentry · Playwright

Education

Degree	BBA, International Business & Finance, Florida International University
Training	Kripalu Mindful Outdoor Guide · AMC Volunteer Hike Leader · Permaculture Design Certificate

Outside work

- I carry a sketchbook everywhere and fill several a year, mostly quick impressions of landscapes.
- Hiking is how I travel; I've walked trails across several countries and have a long wish list of the next ones.
- I guide mindful walks and help facilitate nature and silent retreats.