

Ahmed Gluhic

UX Researcher and Digital Product Designer

Kakanj, Bosnia and Herzegovina
Open to work

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PROFESSIONAL SUMMARY

Experienced with UX Research and UI design. Improving digital product experiences across SaaS, IoT, and ecommerce focusing mostly on mobile experiences. Skilled at understanding user needs, analyzing research findings, mapping user journeys and flows, and translating insights into clear, practical design solutions.

Comfortable working across research, information architecture, interaction design, and UI, with a strong focus on making complex experiences simpler and more intuitive. I combine qualitative and quantitative research with interface design and design systems to improve usability, adoption, and business outcomes. Day to day that includes user interviews, usability testing, workshops, research plans, and production UI from discovery through delivery.

Organized, analytical, and collaborative, with a natural interest in understanding problems, structuring information, and turning ambiguity into actionable solutions.

SKILLS

UX Research	User Interviews · Qualitative Research · User Personas · Journey Mapping · Empathy Mapping · Research Analysis · User Needs & Pain Points
UX Design	User Flows · Task Flows · Information Architecture · Interaction Design · Wireframing · Prototyping · Usability · Responsive Design
UI Design	High-Fidelity Design · Design Systems · Components · Visual Hierarchy · Responsive UI · Accessibility
Product	Problem Solving · Product Thinking · Requirements Analysis · User-Centered Design · UX Documentation
Tools	Figma · Figma AI · AI-Assisted Design Workflows

EXPERIENCE

Grundfos

UX Researcher and Product Designer

Bjerringbro, Denmark | April 2025 – Present

Industry and Water Utility products for pump installers, service technicians, and sales engineers. Three connected tracks: Internal Qualifying Tool, Grundfos GO app, and SQ CU controller.

- Designed wireframes and high-fidelity UI for an internal qualifying tool that helps sales engineers qualify clients and navigate complex decision flows.

- Produced usage manuals to support adoption by sales engineers.
- Defined the UX delivery process for research and testing on the Grundfos GO app.
- Ran workshops to generate research questions and designed a moderated usability study process.
- Developed a recruitment strategy so user insights drive interface decisions for on-site professionals.
- Designed UI for the SQ CU control unit experience used with SQ family submersible pumps.

Acenta Group ApS

UI Designer and Research Consultant

Copenhagen, Denmark | Consultant (ongoing collaboration)

Long-standing collaboration with a Copenhagen recruitment agency specialising in UX, UI, and customer-centric research. Contribute to Acenta digital products and join client product teams across Denmark as an embedded consultant.

- UI design and research support for Acenta platform, brand, and internal digital initiatives.
- Embedded consultant roles at client organisations, bringing UX and UI expertise into product teams.
- User interviews, usability testing, and insight synthesis to support evidence-based design decisions.

WorkPoint

UX Researcher and UI Designer

Denmark | Selected engagement

UX research for WorkPoint Express 365, a Microsoft 365 product for governed email and attachment workflows in Outlook.

- Collaborated with the product manager, marketing team, and developers to align UX goals with business needs.
- Facilitated workshops and worked with stakeholders to define requirements.
- Developed a UX research plan and conducted mock and live usability studies with 15 participants.
- Produced a usability report and presented findings to stakeholders.
- Identified a major usability issue: only 5 of 12 participants could successfully save attachments; insights informed design improvements.

Kirppu

UX Designer

Denmark | Selected engagement

Product UI for Denmark's largest indoor flea supermarket chain, focused on MyKirppu (Mit Kirppu) seller tools and the Showroom online marketplace.

- Designed interfaces from stakeholder requirements for sellers who rent stands and shoppers who browse second-hand items.
- Built a starter design system for MyKirppu as a foundation for consistent, scalable UI.

Usteda

UX Designer and Researcher

Bosnia and Herzegovina | Selected engagement

Early-stage work for a Bosnian startup building a consumer shopping-list app that helps people plan purchases and spend more intentionally.

- Guided the team through the full UX process and introduced structured research and design practices.
- Collaborated with front-end and back-end developers on implementation.

- Developed a UX research plan, conducted user interviews, and facilitated brainstorming for research questions.
- Designed a new prototype and ran usability studies with 5 participants.

SELECTED CLIENTS

- Grundfos
- WorkPoint
- Kirppu
- Acenta Group ApS
- Usteda

CONTACT

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