

I'm a UX Consultant with a strong focus on qualitative research and service design, helping teams uncover real user needs, align with business goals, and design experiences that make sense — end to end. With a background in moderated usability testing, contextual inquiry, and strategic workshops, I specialize in making complex user behavior actionable. My work spans everything from early discovery and journey mapping, to research-driven feature prioritization and product refinement.

Experience

SigmaDev / Founder / UX Consultant

Sep 2023 - Present / Bosnia and Herzegovina / On-site / Self-employed

- My small startup I created with the help of my mentor where I learned about business, coding and UX research/design.
- This startup enables me to easily collaborate with companies all around the world.

Acenta Recruit / UX Consultant

Oct 2023 - Present / Denmark / Remote / Contract

- Represented by Acenta Recruit, I work on short- and long-term engagements with startups, agencies, and enterprise teams, helping them define user needs, validate ideas, and improve usability through actionable research.

Grundfos / UX Consultant

Apr 2025 - Present (ends 7th July) / Denmark / Remote / Contract

As a UX Consultant at Grundfos, I have worked on two projects:

- Internal Qualifying tool for sales engineers
- Grundfos GO App

For the internal Qualifying tool:

- Developed wireframes and high-fidelity designs
- Created usage manuals related to the tools

For the Grundfos GO App:

- Developed a UX delivery process plan that covered all necessary steps for research
- Conducted workshops to generate questions for our user interview
- Created design suggestions that will be tested via a moderated usability testing session
- Created a UX research plan, a recruitment strategy for session participants and an in-depth question guideline for the user interview session.
- Conducted a pilot test session with an internal team member to test how the session would turn out

WorkPoint365 / Junior UX consultant

Jan 2024 - Apr 2024 / Denmark / Remote / Contract

- Worked closely with the product manager, the marketing team, and the developers
- Conducted workshop sessions
- Actively worked with stakeholders
- Developed a UX research plan
- Conducted mock usability studies
- Conducted usability studies with 15 participants
- Developed a usability report which I presented to stakeholders

Key Achievement:

- During testing, I discovered a pattern: users had trouble saving attachments. This was the hardest task, and only five out of 12 participants (41.56%) completed it successfully.

Contact:

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Skills:

Qualitative research:

- User interviews
- User observation
- Contextual inquiry
- Diary studies
- Usability testing
- User personas
- Workshop facilitation
- Heuristic evaluation
- Competitive analysis

Service design:

- Customer journey mapping
- Experience journey mapping
- Service blueprint mapping
- Problem statements
- Stakeholder mapping
- Stakeholder management
- Feature prioritization

UI & Prototyping tools:

- Balsamiq
- Wireframing
- UI Design
- Figma
- Interactive Prototyping

Technical:

- Miro
- Dovetail
- Hotjar
- Microsoft Tools (Teams, Word, Excel)

Experience

Ušteda / UX Consultant

Nov 2024 - Jan 2025 / Bosnia and Herzegovina / Remote

- Guided the entire team through the UX process since they were new to UX
- Worked mostly with front-end and back-end developers
- Created wireframes and hi-fi designs
- Developed the UX research plan and conducted user interviews
- Facilitated brainstorming session with the team to generate questions for the user interview
- Developed a new prototype and did usability studies with 5 participants

Key Achievement:

- Increased user satisfaction when creating a shopping list (4 out of 5) participants claimed it was much easier in comparison on how they were doing in the older version of the app.

Personal projects:

Ušteda / UX Redesign

Aug 2024 - Sep 2024

- I have been using this app for 2 years, and it came up to a point where I got frustrated with the user experience
- Conducted market research of other similar apps
- Designed and published a survey to test some hypothesis
- Conducted user interviews and usability studies
- Created prototypes
- Recruited participants on LinkedIn who were users or had experience with mobile banking apps

Key Achievements:

- Increased user satisfaction when checking account balance (5 out of 5) participants claimed it was much easier
- Made it easier to transfer money (4 out of 5) participants expressed it was easy, but stated that they would make some buttons more prominent
- Made it easier for users to check their transaction history (5 out of 5) participants claimed it was much - easier than in the original application

Certifications:

Interaction Design Foundation:

- User Experience: The Beginner's Guide
- Design Thinking: The Ultimate Guide
- User Research - Methods and best practices
- Journey mapping
- Data-Driven design: Quantitative UX research

Udemy:

- Become a product manager
- The project management course: Beginner to PROject manager