



**Hasta Cherry**

Product Designer

Hastacherrydesigns.com.ng

Hastachery@gmail.com

Behance : [behance.net/hastacherry](https://www.behance.net/hastacherry)

## Education

### National Open University Of Nigeria

2023 - 2025 | Lagos, Nigeria

PGD Economics

### University Of Ilorin

2014 - 2018 | Kwara State, Nigeria

B.sc. Biochemistry

## Skill

### Design

User Interviews

Affinity Diagramming

Card Sorting

Information Architecture

A/B Testing

Design Handoff

### Tools

Figma

AI

Sketch

Adobe XD

HTML/CSS

Zeplin

## Extras

### VolunteerMatch

Collaborated with stakeholders and web developers to ensure a smooth design-to-development handoff and consistent brand identity.

### ERP Integration & Implementation

Collaborated with SMEs to design process workflows for users.

## Experience

### Peakware Consulting | Process Designer

November 2024 - Present

- Leading end-to-end process mapping and optimization design for digital system workflows.
- Conducting fit-gap analysis between SAP Ariba and Client ERP, identifying integration challenges and aligning business workflows with regulatory and compliance requirements.
- Collaborated with SAP Ariba consultants to design, validate, and implement scalable workflows tailored to user and compliance needs.
- Facilitated end-user training, driving adoption through targeted change management initiatives and reducing onboarding time by 35%.

### SQ Consulting | Lead Product Designer

Aug 2022 - Nov 2024

- Led the end-to-end design process from discovery and user research to prototyping and handoff.
- Collaborated with cross-functional teams including product managers and developers to create user-friendly interfaces for web applications, and mobile products.

### VentureTribe | UIUX Designer

Feb 2020 - Jul 2022

- Designed user-friendly interfaces for service, web, and mobile applications at VentureTribe, collaborating with product managers and developers to deliver solutions aligned with business goals and user needs.
- Transformed complex requirements into intuitive digital experiences, using wireframes, prototypes, and high-fidelity UI designs—resulting in a 25% faster development cycle and improved user task completion rates by 30%.