VE

KEY ACHIEVEMENTS

Customer and User Insight

Translate customer needs and user experience analysis into practical product decisions.

End-to-end Product Delivery

Take products from research and concept through production, launch and improvement.

Bespoke Design Output

Produced 150+ bespoke customer designs and created new personalised product designs.

Performance-led Sales Improvement

Contributed to increased sales by redesigning and refreshing selected products and online listings.

Cross-functional Delivery

Work across design, production and fulfilment to resolve issues and improve processes

SKILLS

Product Design
Product Development
User Experience Analysis
E-commerce
Amazon Listing Optimisation
Product Imagery
Product Visualisation
A+ Content
Personalised Product Design
Prototyping

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office

VICTORIA EZEANAKA

Product Development Researcher | Consumer insights | Industrial Design | E-commerce | Consumer Durables

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SUMMARY

Product-focused Product Development Manager/ Researcher, with a background in Interaction Design Arts and hands-on experience across product development, e-commerce, consumer durables and specialty goods. Taking products from research and concept through design, production, online launch and improvement. Progressed within Get A Gift 4u (formerly Shopquality4u) from Order Processor to Senior Product Designer (acting as Product Manager).

EXPERIENCE

Senior Product Designer/ Manager

27 October 2021 – Present

Get A Gift 4u (formerly Shopquality4u) — **London, UK**

- Progressed from Order Processor to Product Designer and now Senior Product Designer (acting as Lead Product Manager) within the same e-commerce business.
- Lead the design and development of personalised products from concept and research through to production and dispatch.
- Develop new product concepts and design variations across barware, signs, glass cutting boards, placemats, mugs, bags and gift products.
- Manage and optimise approximately 100 Amazon listings and design variations, including product imagery, infographics, descriptions, A+ Content and product options.
- Apply user experience analysis and customer-focused thinking to improve product presentation, usability and the customer journey.
- Translate customer conversations, ideas and requirements into bespoke, production-ready artwork.
- Created Photoshop templates and repeatable workflows to improve consistency, efficiency and accuracy.
- Work across prototyping, printing and pressing, quality checking, packaging and fulfilment.
- Coordinate with colleagues across design, production and fulfilment to resolve issues and improve the product-development process.
- Contributed to increased sales through redesigning selected products and improving their online listings.

Product Designer

Feb 2024 – Aug 2025

Shopquality4u / Get A Gift 4u — **London, UK**

- Developed personalised product designs and variations across a growing range of e-commerce gift products.
- Turned ideas, customer requirements and product concepts into production-ready designs.
- Created artwork, product imagery and design variations for online listings, focusing on clear visual communication and customer appeal.
- Supported the development and launch of new products, contributing from initial concept through to finished product.
- Used Photoshop to create product artwork, templates and promotional imagery.
- Began taking greater responsibility for Amazon listings, product presentation and developing new product variations.
- Applied principles from my Interaction Design background to consider how customers interact with products, imagery and online information.

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PROFILE FOCUS

Balances creative design with practical production requirements.

Uses user experience analysis to improve how products are understood, presented and used.

Connects product quality, customer expectations and commercial performance.

ADDITIONAL SKILLS

- Customer Experience
- Product Research
- Customer-Centered Design
- Technical Drawing
- Sketching
- Woodwork
- Academic Writing
- Communication
- Problem-solving

EDUCATION

BA (Hons) Interaction Design Arts
University of the Arts London
September 2016 - June 2019 | London, UK

A-Levels
Christ the Kings College (Sidcup)
2014 - 2016 | London, UK

GCSEs - A*-C including English and Maths
St. Paul's Academy
2009 - 2014 | London, UK

VOLUNTEERING

Student Mentor
Christ the Kings College | 2014 - 2016

Church Warden
St. Paul's Roman Catholic Church | 2010 – 2018

EXPERIENCE CONTINUED

Order Processor
Oct 2021 – Jan 2024

Shopquality4u / Get A Gift 4u — **London, UK**

- Processed customer orders for a wide range of personalised products, ensuring orders were accurately prepared for production and dispatch.
- Worked with customer personalisation details and requirements, developing a strong understanding of the importance of accuracy in personalised products.
- Communicated with customers and colleagues to resolve order queries and ensure requirements were understood correctly.
- Identified issues within orders and helped resolve problems before they reached production or fulfilment.
- Developed an understanding of the complete order journey, from customer purchase through production and fulfilment to final dispatch.
- Gained first-hand insight into customer expectations, common product issues and the practical challenges of fulfilling personalised orders.

Office Administrator
2019

Impressive Erections Ltd — **London, UK**

- Reviewed technical drawings and project documents for domestic construction projects.
- Analysed, compiled and quality-checked documents for subcontractor bidding and tender packages.
- Created and edited PDFs, Word documents, PowerPoint presentations and Excel profiles for architectural components.
- Filed, organised and prepared document packages for issue to subcontractors.

SELECTED PROJECTS

Lead Designer / Artist - Science Museum Lates Collaboration

Jun 2017 - Mar 2019 - UAL — **London, UK**

Interactive project developed with Science Museum Lates to celebrate the 150th anniversary of the periodic table.

- Researched existing projects and translated findings into an interactive experience.
- Created technical drawings and assessed materials and components for production.
- Built and refined prototypes using woodwork, 3D printing and machinery.

Lead Designer - Game Collaboration: Prime Minister Reigns

2017 – 2018 - UAL — **London, UK**

Collaborated with artists and designers to create an interactive gaming experience.

- Contributed to prototyping and finalising the end product.
- Worked collaboratively to develop a positive design environment.

RECOGNITION

- Selected as a collaborative partner with the Science Museum.
- Selected for the CTS Critical and Theoretical Studies Word Matters Exhibition.
- Selected for the best design and product recognition at St. Paul's Academy.

REFERENCE

References available on request