



Benji Tobi | Senior UX Content Designer

Irvine, CA | (424) 260-5889 | thebenjitobi@gmail.com

<https://www.benjitobi.com/>

Summary

Systems-focused Content Designer with 4+ years of experience shaping complex product experiences through content strategy, information architecture, and scalable content systems. Skilled at translating technical complexity into clear, trustworthy user experiences, partnering cross-functionally across Product, Design, Engineering, Research, and Localization, and applying AI to improve content workflows and decision-making.

Skills

Content systems & information architecture, content systems & scalable frameworks, UX writing, AI workflow automation & prompting, localization strategy, system guidelines, competitive analysis

Relevant Experience

OKX, San Jose, CA

Content Designer II, April 2025 - May 2026

Content Designer, April 2022 - April 2025

- Shaped the end-to-end content strategy and information architecture for a US DEX asset trading experience across onboarding, discovery entry points, and token detail pages, helping users understand and trust complex decentralized assets.
 - Co-led end-to-end content design for a global consumer payments experience spanning peer-to-peer transfers and retail scan-to-pay, partnering across Product, Design, Engineering, Legal/Compliance, and Localization.
 - Led content strategy for a complex on-chain earning experience, simplifying technical setup and restructuring 10 compliance risks into 3 clear concepts to support informed user decisions.
 - Built an AI-assisted release-note workflow that generated market-specific content from product source data and coordinated localization review, reducing weekly manual work from roughly 4-5 hours to about 10 minutes while retaining human review before publishing.
-

Education

California State University, Fullerton

B.A. in Communications, Advertising emphasis, Minor in Cinema & Television Arts (2019)

Honors: Magna Cum Laude, Dean's List every semester, 4.0 GPA in final academic year