

Benji Tobi | Senior UX Writer & Content Designer

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Summary

I'm a UX writer and content designer with 6+ years of experience spanning mobile product UX, information architecture, website strategy, editorial, and marketing. My four years at OKX focused on complex global products, building on earlier work in educational technology and blockchain across multi-audience websites and product documentation. I turn technical complexity into clear user journeys, trustworthy content, and scalable systems.

Skills

UX writing & content strategy • Mobile onboarding & error recovery • Information architecture, taxonomy & user journeys • Content systems & localization • Cross-functional product work & QA • AI-assisted workflows

Relevant Experience

OKX | San Jose, CA

Apr 2022 - May 2026

Content Designer II (Apr 2025 - May 2026) | Content Designer (Apr 2022 - Apr 2025)

- Led UX content strategy for a 0-1 US mobile DEX trading experience across onboarding, discovery, asset classification, and risk education, making an unfamiliar product category easier to understand.
- Co-led multi-market peer-to-peer and merchant payments UX; owned substantial error and edge-case copy, localization coordination, and iOS/Android QA; became primary content contact during teammate leave.
- Led content strategy for an on-chain earning flow, translating self-custody concepts and grouping complex risk information into clearer categories alongside product design and legal/compliance.
- Built an AI-assisted release-note workflow using product source data, market checks, and human review to streamline recurring multilingual App Store content production.
- Formed and led a cross-regional string-management working group; wrote a PRD, gathered user pain points, and worked with localization and engineering on process and tooling improvements.

Cloud Rush USA | Brea, CA

Nov 2021 - Apr 2022

Senior Content Coordinator

- Led content strategy and site architecture for a Filecoin mining hardware business website redesign, remapping pages and rewriting product messaging about decentralized storage.
- Wrote long-form SEO articles explaining Filecoin, DeFi, NFTs, GameFi, centralized exchanges, and crypto asset categories; managed social media content.
- After a pivot to the BNB Chain play-to-earn game Versailles Heroes, partnered with marketing to adapt Mandarin-source character stories, game rules, wiki documentation, and website copy.

HOKK Finance

May 2021 - Nov 2021

Freelance Copywriter / Moderator

- Wrote editorial content, token announcements, and community communications for HOKK, a decentralized cryptocurrency token project; moderated online communities.

Spyder 3D (later Spyder Lab) | Brea, CA

Feb 2019 - Apr 2020

Head Copywriter

- Led content strategy and information architecture for the fabrication-lab program website redesign, mapping unique pages and journeys for students, parents, educators, and local business partners; created career-outlook and wage charts.
- Researched and interviewed international artists, then wrote profiles published on the Spyder3D World community website.
- Supported the fabrication-lab program's expansion from one to five schools through audience-focused web content, collaboration with teachers, and engagement with school and district leaders.

Education

California State University, Fullerton

B.A., Communications (Advertising emphasis); Minor, Cinema & Television Arts, 2019 • Magna Cum Laude