



Benji Tobi | Senior UX Content Designer

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Summary

Systems-focused content designer and strategist specializing in zero-to-one financial platforms and AI-driven workflow automation. Experienced in driving end-to-end copy architecture for global platform launches, optimizing retail onboarding funnels across international regulatory guardrails, and building automated architectures that eliminate manual operational overhead.

Skills

Content systems & information architecture, complex transaction logic (DeFi/P2P), AI workflow automation, platform localization strategy, system guidelines, wireframing

Relevant Experience

OKX, San Jose, CA

Content Designer II, April 2025 - May 2026

Content Designer, April 2022 - April 2025

- Architected the end-to-end content systems for the US DEX asset trading rollout across onboarding, discovery entry points, and token detail pages, landing an 85% first-deposit conversion rate and over 150x AUM growth.
- Co-led the end-to-end content architecture for a global consumer payment rail, driving the platform expansion from direct peer-to-peer transfers to a retail scan-to-pay merchant network in Singapore.
- Led content architecture for an integrated on-chain stablecoin earning feature, abstracting complex seed phrase wallet setup into biometric passkeys and transforming 10 compliance risks into 3 simple pillars to drive informed consent.
- Engineered and deployed an internal AI automation engine and API architecture for weekly app store release notes that eliminated manual localization tracking, slashing weekly release overhead.

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