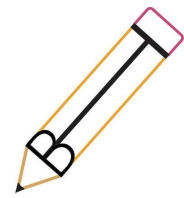


# Benji Tobi — UX Content Designer

Irvine, CA | [www.benjitobi.com](http://www.benjitobi.com) | (424) 260-5889 | [thebenjitobi@gmail.com](mailto:thebenjitobi@gmail.com)



---

## Education

### **California State University, Fullerton**

B.A. in Communications, Advertising emphasis, graduated May 2019

Minor in Cinema & Television Arts

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

### **The Book Shop School for Ads**

Learned the foundations of building holistic creative advertising campaigns, completed in 2021

Honors: Officially submitted a campaign to The One Club's Young Ones Student Awards and lost

---

## Relevant experience

### Okcoin/OKX, San Francisco, CA

#### **Content Designer**

**April 2022 – Present**

- Write and help design content for screens, flows, buttons, emails, notifications, FAQs, etc.
- Work with cross-functional teams to ensure all content is up to standards
- Manage translation keys and publish content to Lokalise platform for accurate translations

### Cloud Rush USA, Brea, CA

#### **Senior Content Coordinator**

**November 2021 – April 2022**

- Wrote engaging blog posts on complex crypto-related topics
- Created and published informative content and news updates to company's social media pages
- Assisted with strategic planning and content editing for play-to-earn mobile NFT game

### Spyder3D®, Brea, CA

#### **Head Copywriter**

**February 2019 – April 2020**

- Promoted benefits of company's graphic media production lab through various digital and printed media
- Revamped company's website, social media pages, and published news updates and intimate interviews with artists and engineers from around the world
- Contributed to expansion to five partner schools in Orange County from just one

---

## Additional activities and skills

### SoCal UX Designers (Meetup group)

#### **Lead Coordinator/Treasurer**

**June 2022 - Present**

- Organize and lead weekly UX-focused social and educational Meetup events
- Manage group announcements, venue bookings, and finances

### Skills

- Figma, Lokalise, Adobe Photoshop, Illustrator, Premiere Pro
- Social Media: Facebook, Instagram, Twitter, Threads, Medium, TikTok, Reddit, Discord, Telegram, LinkedIn