



# IRVING OOI

User Experience

Singapore

I'd like to think of myself as a user experience analyst. I design marketing copy for digital commerce startups that want to rank on search engines and get more organic traffic.

## WORK EXPERIENCE

### ATTORNEY-GENERAL'S CHAMBERS

Legal, Editorial | Jan, 2015 – Jul, 2015

Vet legislative documents including bills and subsidiary legislation to ensure coherent legislative style.

### JOHN WILEY AND SONS

Senior Production Editor, CMS | Feb, 2010 – Jul, 2014

Manage the content management process of 15 academic journals to ensure on-schedule publication.

### MAYN INTERACTIVE

Game Design, UX | Apr, 2009 – Dec, 2009

Initiate new game content and promotions to generate in-game sales.

### SCRIBE COMMUNICATIONS

Founder | Aug, 2006 – Dec, 2008

Provide a service for publishers to buy original content.

### LIONBRIDGE

Proofreader | Jan, 2007 – Dec, 2007

Proofread copy in accordance with style guides to ensure consistency with client's house style.

### MANDATE ADVERTISING

Copywriter | Jan, 2006 – Dec, 2006

Formulate approach on copy strategy for advertising campaigns.

EDUCATION

QUEENSLAND UNIVERSITY OF TECHNOLOGY

Bachelor of Creative Industries - Creative Writing | 2003 – 2005

NGEE ANN POLYTECHNIC

Diploma in Mass Communications | 1998 – 2001

PROJECTS

AUDIONIST

Lead | Dec, 2015 – Current  
Audionist is a long-form magazine-blog dedicated to reviewing headphones, earbuds and in-ear headphones for audiophiles and hobbyists.

MNML

Lead | Oct, 2015 – Current  
I create custom content experiences for website visitors.

SKILLS

Content Management

Content Strategy

Content Writing

User Experience

Information Architecture

Visual Design

Keyword Research

SEO

On-page Optimization

Website Development

WordPress

Web Analytics

CSS

HTML5

Typography

Copy Editing

Proofreading

CONTACT INFORMATION

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