



# NIC TSE

## The Writing GOAT

HAVING LEFT HIS WORDS ACROSS THE TOP-TIER NAMES OF FINTECH AND MEDIA INDUSTRIES, NIC HAS UNLOCKED THE ELUSIVE 'BEST OF BOTH WORLDS'. HE IS ADEPT AT THE CRAFT OF LONG-FORM AND SHORT-FORM CONTENT, AND EVERYTHING ELSE IN BETWEEN.

## EXPERIENCE

### **OKX, SR.CONTENT DESIGNER (GLOBAL) / CONTENT DESIGN LEAD (LOCAL) JANUARY 2022 - PRESENT**

- Strategised, wrote and fine-tuned UI texts for all core features of the OKX Lite mode MVP, in close partnership with Product Designers, Product Managers, Localisation team, and developers
- Supported 7 core feature squads as a one-man unit and owned the end-to-end content design process, including localisation in 9 languages. Core features include crypto buying and selling, sending and receiving, trading, market, portfolio, earn, and growth.
- Initiated a weekly content critique together with fellow SG Content Designers for cross-functional quality assurance purposes
- Volunteered to lead the OKX Lite team's efforts when the company signed off on a migration of all content to the Lokalise platform
- White-listed users' feedback for OKX Lite soft launch: The app resonated very well in terms of UI, speed and ease of use. On a scale of 1-10, 47% of users chose '10' when asked about recommending it to a friend.

### **SINGSAVER, CONTENT MANAGER MARCH 2020 - NOVEMBER 2021**

- Strategised and orchestrated monthly plans for finance-driven content: product comparisons, reviews and think-tanks.
- Led a team of 5 writers to produce up to 40 finance blog articles per month, across the credit cards, loans, insurance and investment verticals.
- Closed 2020 strong with finance articles contributing to an all-time high of 1.2M site traffic.
- Played advisor to commercial stakeholders on UX/UI web content best practices, collaborated with product team on new web launches.
- Conceptualised and executed an 'Ultimate Savings Guide' white paper for the company – generated more than 600 new sign-ups for a SingSaver account under 4 months.
- Kept a close eye on Google Analytics to measure key metrics for content formats and topics.

### **GRAB, CONTENT DESIGNER JUNE 2019 - FEBRUARY 2020**

- Strategised, produced and edited UX/UI copies for GrabFood's new in-app launches, such as 'Cutlery opt-in/out', 'Order With Friends' and 'Self Pick-up'.
- Advised designers and product managers on best content practices that marry user experience, message clarity and business objectives.
- Revitalised content to maintain consistency of GrabFood's tone of voice
- Collaborated closely with in-house translators to ensure accurate localisation of context-sensitive content for the various S.E.A markets.

## CONTACT

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## EDUCATION

National University of Singapore (NUS)  
 Aug 2010 - July 2013  
 Bachelor of Social Science (Economics)  
 English Literature Minor

## SKILLS

Journalism  
 Copywriting  
 Editing + Proofreading  
 Social Media Content  
 UX Writing  
 SEO  
 Google Analytics  
 Microsoft Office Suite  
 Wordpress

## LANGUAGES

English  
 Chinese  
 Cantonese

## INTERESTS

Calisthenics  
 Yoga  
 Professional Wrestling  
 Personal Finance  
 Men's Grooming & Fashion

**AM COLLECTIVE , EDITOR**

**MARCH 2017 - MARCH 2019**

- Led the editorial team in planning and producing engaging content for clients' blogs, webpages and social media calendars, on top of in-house publications.
- Composed video scripts and photo captions for multimedia campaigns.

Client base includes Grab, Huawei, The Entertainer, Capitol Piazza, CHIJMES, Marks & Spencer, GoBear and more.

**EDITORIAL HIGHLIGHT REEL**

**APRIL 2012 - MARCH 2017**

- The Straits Times (freelance): Conceptualised and produced advertorials for motor-ing supplements, contributed travel anecdotes to The Straits Times' digital travel portal
- GoBear (freelance): Produced 12 - 30 articles (per month) on various personal finance topics such as credit cards, housing and insurance.
- Buro 24/7 (freelance): Test drove the latest car launches and wrote reviews.
- HighEnd Media (Billionaire): Produced 3 news reports daily (digital magazine) + print stories on the motoring, fashion, technology and culture beats.
- AUGUST MAN (intern): Produced print stories across the fashion, sports, technology, grooming and watches beats; contributed to the jumpstarting of the digital maga-zine.