# TEMI A. OGUNYOKU, PHD

## Senior/Lead User Experience Researcher

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📍 London

## SUMMARY

As an experienced leader, I excel in driving transformative research, program management, and strategic partnerships. With a proven track record in user experience research, data strategy, and stakeholder management, I'm passionate about leveraging technology for positive societal impact and innovation.

## EXPERIENCE (SELECTED)

### Senior/Lead User Experience Researcher

**Meta**

📅 08/2021    📍 United Kingdom

- Implement business strategies and technology roadmaps to guide the execution of user experience research, and measure the impact of products.
- Conduct both foundational and evaluative research, enhancing customer solutions and product functionality.
- Enhance project execution strategies through the management of key partnerships with stakeholders across the organization.

### Head of Data Strategy

**Innovation Edge**

📅 10/2019 - 05/2021    📍 South Africa

- Implemented a strategy to build systems and teams for scaling data collection tools measuring young children's developmental outcomes. One outcome of this strategy led to South Africa's first and largest national survey of the learning outcomes of four to five-year-olds. The results are being used to enhance early learning programs and policies.
- Spearheaded the redesign, testing, and deployment of user-friendly, population-based assessment tools with a cross-functional research team, enhancing data processing efficiency.

### Researcher

**Dimagi, Inc.**

📅 03/2018 - 09/2019    📍 South Africa

- Streamlined the grant development process and secured USD 675,000 in research funding from NIH's SBIR Program.
- Upskilled colleagues across various business units with design thinking and UX research methodologies, resulting in customized data collection solutions that met the diverse needs of target populations.

### Research Scientist

**IBM Research**

📅 08/2013 - 03/2017    📍 Kenya

- Directed a team to develop an innovative system that used an advanced technology to analyze public safety security data and contextual information in real-time. The system helped to identify, qualify, and corroborate security incidents.
- Led a diverse team of experts in applying computer science principles in designing, testing, and deploying mobile applications that utilized novel data sources for enhanced functionality and efficiency.
- Implemented design thinking and agile methodologies to drive the development of research projects and strategies in essential sectors such as healthcare, public safety, and financial inclusion. These methodologies provided robust user and business cases for proposed solutions, fostered collaborations, and improved the product development cycle.
- Applied creative UX methodologies to understand the needs and requirements of target users during the design and product development of AI solutions tailored for the African market.

## ACHIEVEMENTS

**UNLOCKING SUCCESS: STRATEGIC CONTRIBUTIONS AND INSIGHTS IN EARLY- STAGE ADS MONETIZATION PROJECTS**

At Meta, my significant contributions span 0-1 product projects. While bound by NDA, I leveraged research and analysis to provide invaluable insights, identify risks, and make strategic recommendations, crucial for informed decisions and optimizing Ads Monetization.

**TRANSFORMED A SYSTEM TO OPERATE EFFICIENTLY AT SCALE**

As Head of Data Strategy, I led the redesign of a scaling national-level product for a social investment organization. Using design thinking and UX methodologies, I identified process and infrastructure improvements, collaborating with a service provider to reduce data processing time by 185%.

**IMPROVED THE TECHNICAL AND BUSINESS DEVELOPMENT OF NEW SANITATION SYSTEMS WITHIN NIGERIA AND KENYA**

The Bill & Melinda Gates Foundation sought to commercialize its novel sanitation systems in low-income countries. As the Senior UX Researcher, I led multicultural, cross-functional teams in conducting qualitative research with users across two countries. We provided crucial user, technical, and business data to Gates' partners, enabling effective system development in targeted markets.

**CONNECTING HUMAN NEEDS TO ADVANCE TECHNOLOGY WITHIN EAST AFRICA**

IBM Research|Africa aimed to tackle Africa's developmental challenges, ensuring solutions aligned with local needs. I devised a process to understand user needs and integrate constant feedback into development, fostering empathy and evidence-based solutions.

# SKILLS

Technical Program Management  Cross-Functional Collaboration  Leadership and Teaching / Mentoring

Stakeholder Management  Research Strategy & Design  Complex Problem Solving  Data Analysis

Generative / Foundational / Discovery Research  Tactical / Evaluative Research  Market Research

Landscape Analysis  Stakeholder Management  Oral and Written Communication

Persuasive and Informative Speaking  Networking

# METHODS

Interviewing  Contextual Inquiry  Observation  Focus Group  Workshop Facilitation  Prototyping

Concept Testing  Usability Testing: Moderated and Unmoderated  Remote Research

# EDUCATION

## Doctor of Philosophy
**University of California, Davis**

• │ Civil & Environmental Engineering

## Master of Science
**University of California, Davis**

• │ Civil & Environmental Engineering

## Bachelor of Science
**University of California, Riverside**

• │ Chemical Engineering

# PUBLICATIONS

Patents, peer-reviewed journal articles and reports are on my personal website:

🔗 www.taogunyoku.com/publications/