

TEMI A. OGUNYOKU, PHD

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SUMMARY

Experienced professional with a background in engineering, international development, and product development. Proven track record of leading cross-functional teams to develop responsible technologies that address societal challenges. Passionate about leveraging technology for positive societal impact and innovation.

EXPERIENCE (SELECTED)

Senior UX Researcher

Meta

08/2021 - Present United Kingdom

- Collaborate regularly with a cross-functional team of 10+ members to implement product strategies and roadmaps, guiding the execution of UX research and measuring the impact of advertising products.
- Conduct both foundational and evaluative research, to enhance customer solutions and product functionality, contributing to Meta's main revenue stream, which accounts for 98% of total revenue (\$139 billion).
- Enhance project execution strategies by managing key partnerships with 25+ stakeholders across the organization, driving initiatives that significantly impact Meta's core advertising revenue.

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 that measure young children's developmental outcomes. One outcome of this strategy was South Africa's first and largest national survey (approximately 5,000 participants) 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 team of 5+ members, developing the data governance process, reducing data processing time by 185%, and 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 10+ colleagues across various business units with design thinking and UX research methodologies, resulting in customized data collection solutions to meet the diverse needs of target populations.

Research Scientist

IBM Research

08/2013 - 03/2017 Kenya

- Directed a cross-functional team of 5+ people to develop an innovative system that used an advanced technology to analyze public safety security data and contextual information in real-time. This system identified, qualified, and corroborated security incidents, resulting in the achievement of 2 patents.
- Implemented design thinking and agile methodologies to drive AI-related research projects, fostering collaborations and improving product development. These methodologies provided robust user and business cases for proposed solutions, fostered collaborations, and improved the product development cycle, resulting in the achievement of 1 patent.
- Led a diverse team of 15+ experts in applying computer science principles in designing, testing, and deploying mobile applications that utilized novel data sources for enhanced functionality and efficiency.

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%.

ACHIEVEMENTS



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 consultant, I led multicultural, cross-functional team of 14 members in conducting qualitative research with users across two countries. We provided critical user, technical, and business insights 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 AI 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:

Overseeing complex projects, ensuring alignment with business objectives, and managing multiple workstreams simultaneously.

Stakeholder Management:

Collaborating with executive, technical, business, and design stakeholders to drive strategic initiatives.

Communication:

Strong written and verbal communication skills, persuasive and informative speaking, and storytelling.

Data Strategy & Governance:

Implementing and managing data strategies, ensuring data governance best practices.

METHODS & TOOLS

User Research Methods

In-depth Interviewing

Contextual Inquiry

Observation

Focus Group

Workshop Facilitation

Prototyping

Concept Testing

Usability Testing: Moderated and Unmoderated

Data Analysis Tools

MAXQDA

Dedoose

Project Management Tools

Asana

Microsoft Office

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/