TEMI A. OGUNYOKU, PHD

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📍 London

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 and business 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.
- Lead early-stage foundational and evaluative research across global markets, delivering actionable insights that shape product strategy and enhance customer solutions.
- Enhance project execution strategies by managing key partnerships with 25+ stakeholders across the organization, driving initiatives that significantly impact Meta's core advertising revenue.
- Mentor 5+ researchers in implementing research approaches, enhancing the overall quality and impact of UX research initiatives.

Head of Data Strategy

Innovation Edge

📅 10/2019 - 05/2021   📍 South Africa

- Spearheaded 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.
- Orchestrated the redesign, testing, and deployment of user-friendly, population-based assessment tools with a cross-functional team of 5+ members, 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.

KEY ACHIEVEMENTS

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

At Meta, I spearheaded critical research for confidential 0-1 product initiatives, uncovering key insights that identified potential risks and new revenue opportunities. I fostered cross-functional partnerships to address complex user needs, directly influencing strategic decisions and guiding product direction in early-stage development for 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%.

KEY ACHIEVEMENTS

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

I led a multicultural, cross-functional team of 14 members for the Bill & Melinda Gates Foundation's sanitation systems commercialization project in low-income countries. We conducted in-depth qualitative research with users across two countries, complemented by the analysis of quantitative usage data. I synthesized findings to provide critical user, technical, and business insights, enabling partners to make data-driven decisions for 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

Research:

Highly proficient in using a range of research methods for foundational and evaluative research. Skilled in leading research to inform strategy and product recommendations. Advanced qualitative methodologies, complemented by basic quantitative research techniques.

Stakeholder Management:

Collaborating with senior leadership and cross-functional stakeholders to drive strategic initiatives.

Technical Program Management:

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

Communication:

Strong written and verbal communication skills, persuasive storytelling, and influencing strategic decisions.

Leadership

Experienced in leading research teams, mentoring junior researchers, and guiding cross-functional partners in research methodologies and best practices.

International and localization:

Experienced in adapting products and research methods for diverse cultural contexts globally including Europe, North America, and Sub-Saharan Africa.

METHODS AND TOOLS

User Research Methods & Design

Field research   In-depth interviewing   Contextual inquiry   Observation   Focus group   Survey   Concept testing

Usability Testing: Moderated and Unmoderated   Design Workshop Facilitation   Prototyping

Data Analysis Tools

MAXQDA   Dedoose   Excel for basic quantitative analysis

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