TEMI A. OGUNYOKU, PHD

Researcher | Strategist | Impact Driver

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📍 London

SUMMARY

Experienced strategic research leader with a multidisciplinary background in product development, international development, and environmental engineering. Proven track record of leading cross-functional teams to develop responsible technologies that address a range of business and societal challenges. Passionate about driving innovation and leveraging technology to create impactful, scalable solutions.

EXPERIENCE (SELECTED)

Lead UX Researcher

Meta

📅 08/2021 - Present   📍 United Kingdom

Spearhead critical research for confidential 0-1 product initiatives in ads monetization, uncovering key insights that have identified potential risks and a new revenue opportunity, directly influencing strategic decisions and guiding product direction.

- Lead early-stage generative and evaluative research across advertiser journeys to uncover strategic opportunities and feature enhancements in global markets.
- Collaborate regularly with a cross-functional team of 10+ members to implement product strategies and roadmaps, guiding and executing user research, and measuring the impact of advertising products.
- Mentor 4+ researchers in implementing research approaches, enhancing the overall quality and impact of UX research initiatives.
- Successfully launched a product that achieved 85% positive user sentiment, refined user criteria, and developed guardrails to improve marketing performance.

Head of Data Strategy

Innovation Edge

📅 10/2019 - 05/2021   📍 South Africa

Led the development of a comprehensive strategy to build scalable systems and teams for measuring young children's educational and developmental outcomes.

- Managed cross-functional team of 5+ in the redesign, usability testing, and deployment of population-based assessment tools. This redesign enhanced user-friendliness, reduced data processing time by 185%, and improved overall efficiency.
- Coordinated efforts of 20+ stakeholders to prepare and execute South Africa's first national survey of young children's learning outcomes, targeting over 5,000 participants. Leveraged redesigned assessment tools to enable this large-scale study, now a key resource in shaping early learning programs and national policies.

Researcher

Dimagi, Inc.

📅 03/2018 - 09/2019   📍 South Africa

Improved the efficiency of research funding securement and enabled teams to develop tailored solutions for digital healthcare.

- Secured $900,000 in research funding by streamlining the grant development process, advancing initiatives in cardiovascular disease, cancer survivorship, cancer care coordination, and substance use disorder.
- 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/UX Researcher

IBM Research

📅 08/2013 - 03/2017   📍 Kenya

Developed a process to systematically incorporate user feedback into product development, fostering empathetic, evidence-driven solutions.

- Led AI-driven projects in public safety, financial inclusion, and waste management using UX research methodologies and agile methods, resulting in 3 patents and accelerating product development.
- Executed user research for a hypertension-focused digital health solution, conducting usability testing and evaluations to ensure culturally relevant designs for emerging markets. Delivered key insights that significantly enhanced user satisfaction and system effectiveness.

SKILLS

Research

Research Design Generative Research Evaluative Research Mixed Methods

International Research Market Research Landscape Analysis Data Analysis

Strategy & Management

Strategy Development Program Management Project Management Stakeholder Management

Team Leadership Cross-Functional Collaboration

Communication

Oral and Written Communication Persuasive and Informative Speaking Storytelling

METHODS AND TOOLS

User Research Methods & Design

Field Studies User Interviews Contextual Inquiry Observation Focus group Survey

Participatory Design Concept Testing Usability Testing: Moderated and Unmoderated

Design Thinking Workshop Facilitation Prototyping Figma

Data Analysis Tools

MAXQDA Dedoose Excel for statistical analysis

EDUCATION

PhD, Civil & Environmental Engineering
University of California, Davis

MS, Civil & Environmental Engineering
University of California, Davis

BS, Chemical Engineering
University of California, Riverside

PUBLICATIONS

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

🔗 www.taogunyoku.com/publications/