TEMI A. OGUNYOKU, PHD

@ taogunyoku@gmail.com   🔗 www.taogunyoku.com   📍 London

SUMMARY

Experienced strategic research leader with a multidisciplinary background in engineering, international development, and product development. 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)

Senior 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.

- 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.
- Lead early-stage foundational research across advertiser journeys to uncover strategic opportunities and feature enhancements in global markets.
- Mentor 5+ 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 5+ diverse team members 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

Increased funding and enabled teams to develop tailored digital solutions in healthcare.

- Streamlined the grant development process, securing $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

Developed a user-centric process to regularly integrate user feedback into product development, ensuring empathy and evidence-based solutions.

- Led AI-driven research projects in healthcare, financial inclusion, and waste management using design thinking and agile methods, resulting in 1 patent and accelerating product development.
- Managed and led a cross-functional team of 5+ people to develop an innovative system that used advanced technologies 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.

SKILLS

Strategy & Management

| Strategy Development | Program Management | Project Management | Stakeholder Management |

| Team Leadership | Cross-Functional Collaboration |

SKILLS

Research & Analysis

Research Design   Qualitative Research   Mixed Methods   International Research   Market Research

Landscape Analysis   Data Analysis

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

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/