

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.
- Expert in mixed-methods research design, with particular strength in qualitative approaches and a solid foundation in quantitative methods.
- 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 User Experience Researcher

Meta

08/2021 - Present United Kingdom

Meta is a global technology company specializing in social networking, digital advertising, and virtual reality experiences. Meta operates worldwide and generated more than \$134 billion in revenue in 2023, largely from digital advertising.

- Spearhead critical research for confidential 0-1 product initiatives in ads monetization, uncovering key insights that identify 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.
- 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

Innovation Edge is an impact-focused investor addressing early childhood challenges in South Africa. With over R46 million (~\$3 million) invested in 55 projects, it aims to improve early childhood education, health, and well-being.

- Headed the development of a comprehensive strategy to build scalable systems and teams for measuring young children's educational and developmental outcomes.
- Managed a cross-functional team of 5+ members in the redesign, usability testing, and deployment of a suite of data assessment tools for early childhood development. This redesign reduced data processing time by 185%, improved user-friendliness, and enabled large-scale implementation.
- Developed a partnership with USAID and ECD Measure, securing \$300,000 in funding to support South Africa's largest national survey of children's learning outcomes.
- Coordinated 20+ stakeholders, including government and funders, to conduct South Africa's largest national survey on children's learning outcomes, involving over 5,000+ participants representing ~600,000. The results are being used to enhance early learning programs and inform policy changes.

EXPERIENCE (SELECTED)


 Researcher

Dimagi, Inc.

 03/2018 - 09/2019  South Africa

Dimagi, Inc. is a global social enterprise that provides digital health solutions to improve healthcare delivery in low-resource settings. With headquarters in Cambridge, MA, Dimagi works in over 80 countries, impacting millions through scalable technology solutions.

- One of two researchers responsible for increasing research funding to expand the delivery of critical services to communities in need.
- Secured \$900,000 in research funding by streamlining the grant development process, driving initiatives in cardiovascular disease, cancer survivorship, cancer care coordination, and substance use disorder.
- Upskilled 10+ colleagues across various business units in design thinking and UX research methodologies, resulting in customized data collection solutions tailored to the diverse needs of target populations.

 Research Scientist/UX Researcher

IBM Research

 08/2013 - 03/2017  Kenya

IBM Research Africa is the R&D division of IBM, leveraging AI, data analytics, and cloud computing to solve challenges in healthcare, agriculture, education, and public safety across Africa.

- Led research teams of 15+ early career professionals and students, reporting directly to the Chief Scientist.
- 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.
- Co-led user research for a hypertension-focused digital health solution, conducting culturally relevant usability testing in emerging markets. Delivered key insights that enhanced user satisfaction and system effectiveness, and proposed a novel methodology resulting in a patent.

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

Proposal Writing	Persuasive and Informative Speaking	Storytelling
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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
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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/](http://www.taogunyoku.com/publications/)