

TEMI A. OGUNYOKU, PHD

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London

SUMMARY

Experienced researcher with a background in product development, international development, and environmental engineering. 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

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.
- Successfully launched an alpha 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.

- Redesigned and conducted usability studies, then deployed population-based assessment tools in collaboration with a cross-functional team of 5+ members. This redesign improved user-friendliness, reduced data processing time by 185%, and enhanced 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

- Streamlined the grant development process and secured \$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.

- Applied design thinking and agile methodologies to drive AI-related research projects, providing robust user and business cases for proposed solutions, enhancing collaboration, and accelerating the product development cycle, which resulted in the achievement of 1 patent.
- Directed 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

Research Design	Qualitative Research	Mixed Methods	Market Research	Landscape Analysis
International Research	Product Strategy	Cross-Functional Collaboration	Stakeholder Management	
Program Management	Leadership and Teaching / Mentoring	Data Analysis	Oral and Written Communication	
Persuasive and Informative Speaking				

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 Workshop Facilitation	Prototyping			

Data Analysis Tools

MAXQDA	Dedoose
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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/