

# TEMI A. OGUNYOKU, PHD

Researcher | Strategist | Impact Driver

+447884302492

@ taogunyoku@gmail.com

www.taogunyoku.com

London

## SUMMARY

- 10+ years of experience in UX research and strategy leadership across global tech companies, social impact organizations, and research institutions.
- Led AI/ML-driven ad optimization projects at Meta's \$100B+ advertising business, driving a product launch with 85% positive user sentiment.
- Secured \$1.2M+ in research funding across healthcare and education initiatives.
- Developed patented public safety and healthcare solutions, leading to 3 patents at IBM Research.
- Expertise in qualitative research, survey design, and mixed-methods analysis.

## EXPERIENCE (SELECTED)

### Staff UX Researcher

#### Meta

08/2021 - Present United Kingdom

*User experience and product researcher supporting Meta's \$100B+ advertising business, specializing in AI/ML-driven ad delivery optimization to maximize ad performance.*

- Lead confidential 0-1 research in ads monetization, working with 20+ cross-functional team members across the organization.
- Drive end-to-end research strategy from foundational exploration to product implementation, leading to new revenue streams and improved ad performance.
- Mentor 4+ researchers, improving research quality and impact across advertising products.
- 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.*

- Reported to Executive Director and led the development and implementation a strategy to build scalable systems and teams for measuring educational and developmental outcomes.
- Led 5+ member team in redesigning data assessment tools, reducing processing time by 185% while improving data quality and enabling broad implementation.
- Secured \$300K in partnership funding from USAID and ECD Measure for South Africa's largest children's learning outcomes survey.
- Coordinated 20+ stakeholders in research impacting ~600,000 children, improving early learning programs and driving policy reforms.

# EXPERIENCE (SELECTED)


 **Researcher**

**Dimagi, Inc.**



 03/2018 - 09/2019  South Africa

*Dimagi, Inc. is a global social enterprise providing digital health solutions across 80+ countries, improving healthcare delivery in low-resource settings.*

- One of two researchers expanding critical healthcare services through streamlined grant development.
- Secured \$900K in research funding for healthcare initiatives across cardiovascular disease and cancer care.
- Trained 10+ colleagues in design thinking and UX 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 15+ member teams reporting to the Chief Scientist.
- Secured 2 patents for a public safety security analysis system, managing 5+ member team in developing real-time incident detection technology.
- Achieved an additional patent for a digital health solution methodology, leading culturally relevant usability testing in emerging markets.

# SKILLS & METHODS

## Research

Research Design	Generative Research	Evaluative Research	International Research
Market Research	Landscape Analysis	Data Analysis	

## Methods

Field Studies	User Interviews	Contextual Inquiry	Observation	Focus group	Survey
Participatory Design	Concept Testing	Usability Testing	Design Thinking Workshop Facilitation		
Prototyping					

## Tools

Figma	MAXQDA	Dedoose	Survey Tools
-------	--------	---------	--------------

# EDUCATION

PhD, Civil & Environmental Engineering  
**University of California, Davis**

MS, Civil & Environmental Engineering  
**University of California, Davis**

BS, Chemical Engineering  
**University of California, Riverside**