

# TEMI A. OGUNYOKU, PHD

+447884302492

@ taogunyoku@gmail.com

www.taogunyoku.com

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/](http://www.taogunyoku.com/publications/)