

TEMI A. OGUNYOKU, PHD

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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 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.

- 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

Research Design	Qualitative Research	Mixed Methods	Market Research	Landscape Analysis
International Research	Strategy Development	Team Leadership	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 Thinking Workshop Facilitation				
Prototyping	Figma					

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/