TEMI A. OGUNYOKU, PHD

Researcher | Strategist | Impact Driver

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📍 **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.

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, driving end-to-end strategy from exploratory research to product implementation.
- Work with 20+ cross-functional partners to identify market opportunities and improve 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 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.

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.

EXPERIENCE (SELECTED)

IBM 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 <u>2 patents</u> for a public safety security analysis system, managing 5+ member team in developing real-time incident detection technology.
- Achieved an additional <u>patent</u> 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 | Mixed-Method Analysis |

Methods

| Field Studies | User Interviews | Contextual Inquiry | Observation | Focus group | Survey |

| Service Design | Participatory Design | Card Sorting | 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