

# TEMI OGUNYOKU, PhD

Researcher | Strategist | Impact Driver

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📍 London

## SUMMARY

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10+ years of experience in UX research and strategy leadership across global tech companies, social impact organizations, and research institutions ([See Portfolio Projects](#)). Skilled in shaping innovative, user-centered products through research, collaboration, and strategic insights.

## EXPERIENCE (SELECTED)

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### Staff UX Researcher

#### Meta

📅 08/2021 - Present 📍 United Kingdom

*User Experience and Product Researcher at Meta, specializing in AI/ML-driven ad delivery within the \$100B+ advertising ecosystem. I led 0-to-1 confidential research initiatives, transforming exploratory insights into actionable strategies, and collaborated with 20+ cross-functional partners to identify market opportunities and improve ad performance.*

- Spearheaded AI-based ad optimization research, resulting in a product launch with a projected \$1.68B impact over three years. Post-launch analysis showed 85% positive user sentiment, leading to refined user criteria and the development of guardrails to improve marketing performance.
- Discovered a novel ad setup workflow through foundational and evaluative UX research, which led to the development of two new products and a strategy with a potential annual revenue impact of \$134M.
- Partnered with a cross-functional task force to address ad policy restrictions on targeting, collaborating with the Responsibility & Privacy Team to drive compliant solutions and mitigate impact on the total addressable market (TAM).

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### Head of Data Strategy & Lead UX Researcher

#### Innovation Edge

📅 10/2019 - 05/2021 📍 South Africa

*Innovation Edge is an impact investor in South Africa, with over R46 million (~\$3 million) invested in 55 projects to improve early childhood education, health, and well-being. I developed scalable systems to measure child developmental outcomes, maximizing investment impact, enhancing programs, and influencing policy.*

#### Head of Data Strategy

- Led the redesign of data assessment tools for early childhood development, achieving a 185% reduction in data processing time and improving data quality for tracking developmental outcomes.
- Secured \$300K in partnership funding from USAID and ECD Measure, leading to the execution of South Africa's largest children's learning outcomes survey (Thrive By Five Index), leveraging the redesigned data assessment tools.
- Coordinated 20+ stakeholders, including National Department of Basic Education and other key partners, to deliver the Thrive By Five Index, an initiative impacting ~600,000 children that informed policy reforms and improved early learning programs nationwide.

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#### Lead UX Researcher

- Improved the design of the data assessment tool interfaces through iterative usability testing, implementing color-coded instructions and hard-coded stop rules. These improvements reduced user errors by 20% and enhanced data reliability for child development insights.
- Used service design to identify training challenges for field assessors collecting childhood developmental outcomes and collaborated with a service provider to launch an e-learning platform, cutting costs by 87% and enabling nationwide retraining.

## EXPERIENCE (SELECTED)

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### 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. I was responsible for securing research & development (R&D) funding and offering guidance on user research for various projects.*

- Streamlined the grant development process and secured \$900K in research funding for healthcare initiatives in cardiovascular disease and cancer care, enabling the business to explore potential expansion through R&D.
- Trained 10+ colleagues in design thinking and user research methodologies, resulting in customized data collection solutions tailored to the diverse needs of target populations.

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### 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. I implemented user-centered design principles and methodologies to drive innovation in public safety, financial inclusion, and healthcare.*

- Led user research and design thinking to guide a team of 5+ in developing an AI/ML-based real-time incident detection system, resulting in 2 patents for public safety security analysis technology.
- Achieved an additional patent for a product testing system using sensory simulation to create user-centered solutions, improving product development processes.
- Facilitated 30+ design thinking workshops to drive alignment across research and business teams, uncovering insights, structuring brainstorming, and prioritizing opportunities to inform strategic and product roadmaps.

## SKILLS & METHODS

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### Research

Generative & 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

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### PhD, Civil & Environmental Engineering

University of California, Davis

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### MS, Civil & Environmental Engineering

University of California, Davis

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### BS, Chemical Engineering

University of California, Riverside