

Yinka Ajibola

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Education

2021 - Present **Ph.D. in Information Studies**, University of Wisconsin – Madison, WI.

2021 **Master's in Information Communication Sciences**, Ball State University -
Muncie, IN.

2021 **Master's in Political Science**, Ball State University - Muncie, IN.

2017 **Bachelor of Arts in International Studies, Minor: Economics**, Mount Mercy
University - Cedar Rapids, IA.

Experience

January 2024 - Present **Impact Team Lead**, Base App, Madison, WI.

- Facilitated regular meetings and workshops to strengthen partnerships, address challenges, and identify new opportunities for collaboration.
- Developed and implemented strategies to enhance communication and cooperation between diverse organizations, leading to increased collective impact.
- Spearheaded initiatives to facilitate collaboration among NGOs, fostering a culture of knowledge sharing and resource pooling.

May - Aug 2023 **Research Design Intern**, Simplicity, Arlington, VA.

- Collaborated with UX designers and product managers in revamping key elements of the company's product platforms.
- Created research plans from the start to the end for key product portfolios.
- Conducted competitive analysis, user persona, and product literature reviews.
- Analyzed a survey of over 100+ participants and conveyed the report to revamp the existing UI interface to stakeholders.

Nov 2021 - May 2022 Volunteer **UX Researcher | Data Curator**, Research Group:
Artificial Intelligence for Afrika (AI4Afrika), Madison, WI.

- Advised the user interface team on UX methodologies such as Diary Studies and Surveys for a software development project, which resulted in the creation of a health app.

- Created project research plan by highlighting research objectives, methodologies, and participant recruitment criteria.

Jul 2017 - Mar 2018 **Data Coordinator**, McGraw-Hill Education, Dubuque, IA.

- Data Migration: Managed data transition process using software such as IPUB and PACs
- Maintained department's database on the global server.
- Reviewed and processed over 300 invoices from vendors.

Sep - Dec 2016 **Intern**, United States Senator's Office, Cedar Rapids, IA.

- Researched policy topics by collecting statistical data and insights from governmental sources, which informed policy decisions.
- Interacted with state's constituents by attending town hall meetings in person and via phone.

Assistantships

2021 University of Wisconsin – Madison, Teaching Assistantship, The Information School

2020 Ball State University, Graduate Assistantship, Indiana Academy of Science, mathematics, and Humanities

2018 Ball State University, Graduate Assistantship, Department of Political Science

Volunteer Activities

- Team Champions of Character Project: Teaching and supervising physical fitness activities to kindergarten - 2nd grade students – Cedar Rapids, Iowa.
- Community Building Project, Mount Mercy University Men's Soccer Team – Cedar Rapids, Iowa.
- Clarke University Men Soccer, Assistant Coach – Dubuque, Iowa.
- Bridges Community Services: Homeless Shelter

Research Grants and Gifts

Grants

2023 The Information School travel grant (University of Wisconsin – Madison)

2021 The University of Wisconsin-Madison, Grants, Institute for Regional and International Studies

2019 Ball State University: Aspire Internal Grant

Fellowships

2023 Foreign Language and Area Studies [FLAS] Fellowship

Publications

- 2024 Njathi, A. W., Mutung'u, G., & Ajibola, Y. (2024). Digital Ecosystem in Africa: Unfolding Regulatory Practices, Gaps, and Trends. In *Digital Public Relations and Marketing Communication Trends in Africa*. Routledge.]
- 2024 Ajibola, Y., Kociubuk, J., & Jackson, C. (2024). Learning About Life in the US: A Pilot Study on the Information Behavior of Nigerian Diasporans. *IConference 2024 Proceedings*. <https://hdl.handle.net/2142/122803>. [Poster Paper]
- 2021 Ajibola, Y., Daud, R., & Hammons, R. Best Practices for Community Engagement In Smart Cities. *IEEE Technology Policy and Ethics*, 6(6), 1–4.

Conference Presentations

- 2023 Ajibola, Y. "Paper in Modern voting Systems: Paper Voting vs E-Voting" Midwest Political Science Association [MPSA]
- 2023 Ajibola, Y. "Social Media Influence on Political Rights: A Case study Analysis" Midwest Political Science Association [MPSA]
- 2019 Ajibola, Y. "The Green Parties in Britain" Ohio Association of Economists and Political Scientists. University Heights, OH
- 2019 Ajibola, Y. "Presidential Approval Ratings on Midterm Elections" Student Symposium. Muncie, IN
- 2019 Ajibola, Y. "Presidential Approval Ratings on Midterm Elections" Indiana Political Science Association (IPSA). Indianapolis, IN.

Invited Talks and Other Presentations

- March 2022 Panelist in the roundtable discussion, LOC World Conference.

Journal Review

The Journal of Asian and African Studies

Social Media and Society International Conference

Teaching

University of Wisconsin - Madison

Spring 2024	Teaching Assistant, LIS 201 , The Information Society
Fall 2023	Teaching Assistant, LIS 201 , The Information Society
Summer 2023	Teaching Assistant, LIS 461 , Data and Algorithms: Ethics and Policy
Spring 2023	Teaching Assistant, LIS 500 , Code and Power Reading/Grader, LIS 501 , Human Factors in Information Security
Fall 2022	Teaching Assistant, LIS 500 , Code and Power
Spring 2022	Teaching Assistant, LIS 201 , The Information Society
Fall 2021	Teaching Assistant, LIS 201 , The Information Society