Cassandra (Casey) Skinner, M.A.

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Summary

I am a UX research lead with 10 years of experience who specializes in cutting through ambiguity to ask the right questions, identifying the right strategic product & UX direction, and aligning partners to a shared, co-owned vision. My superpowers are cross-functional & executive relationship building, creative & scrappy research execution for complex topics, workshop planning & facilitation, strategic research prioritization, and research road-mapping alongside product and design leaders.

Leadership & Storytelling
- Cross-functional relationship building
- Workshop planning & facilitation
- Jobs-to-be-done (JTBD)
- Research mentorship & training
- Vendor research management
- Research resourcing & funding
- AI design & vibecoding
- Video tools & editing
- Tools: Jira, Monday.com, Airtable, iMovie, EnjoyHQ, Canva, ChatGPT, Slack, Adobe, Vercel (V0), Figma Make

Qualitative Research
- In-depth interviews & focus groups
- Contextual inquiry/ethnography
- Participatory design
- Diary studies
- Journey mapping
- Moderated & unmoderated usability testing
- Tools: UserTesting, UserZoom, Revelation, dScout, Zoom, Figma, Lucid, Gemini, ChatGPT, Claude

Quantitative Research
- Survey design & analysis
- Platform data analytics
- Econometrics & multivariate statistics
- A/B testing & experimentation
- Data visualization
- Social network analysis
- Tools: Qualtrics, Excel, Tableau, SPSS, Minitab, STATA, JMP, SQL, Touchstone, Claude Code

Experience

eBay

Staff UX Researcher, eBay Live Seller Experience | June 2026 – Present

- Leading foundational and evaluative research for seller experiences on eBay Live, eBay's live-shopping platform and top-priority bet for 2027, supporting new seller acquisition and confidential launches across 4 domains and 10 global markets. eBay Live GMV is growing roughly 8x YoY in Q2 2026, per eBay's public earnings.
- Running extensive foundational research & prototype testing with eBay Live's hard-to-reach seller population for the eBay Live mobile experience and for case breaks, a high-risk live-shopping format eBay must run within regulatory compliance.

Staff UX Researcher, Core Buyer Experience | January 2025 – June 2026

- Led View Item strategic updates including Focus Category verticalization and badging which personalized the View Item page to better fit user needs and increase purchase conversion by Focus Category, including the launches of the View Item Elevated Spec module in Fashion and the Price Guidance module in Collectibles which drove qualitative improvements to user experience metrics without sacrificing GMB.
- Drove the strategy for the future of auctions on eBay which are responsible for over 12% of eBay's global GMV, or $2.2B each year.
- Developed a bi-weekly "Co-Lab" program to expand participatory design & research across product & design teams with eBay's enthusiast customers
- Built a design sprint playbook and process framework that reduced planning timelines from 2 months to 2 weeks, templatizing workshop planning to produce validated quarterly backlogs—evangelized by product leadership as model for balancing execution speed with discovery quality

Senior UX Researcher, Financial Services & Trust | April 2022 – December 2024

- Led strategic and tactical research resourcing, planning, and execution for eBay's Seller Payments team, covering eBay's Seller Capital, Financial Reporting, & Digital Wallet experiences

- Drove eBay's Seller Capital launch & strategic partnership with Liberus resulting in $1.27M in direct revenue via referral commissions and program fees, $83M in originations (+55.1% vs goal) with a direct revenue of $4.9M (+223.8% vs goal), and an iGMV of $6.4M (+55.1% vs goal) in just the first 6 months of launch
- Drove strategy of eBay Balance UK launch through complexity and cross-functional collaborations due to eBay's concurrent 'free selling in the UK' strategic initiative, resulting in a over 700K orders paid using eBay Balance and a 56% eBay Balance usage rate
- Developed, aligned stakeholders to, and executed on a research roadmap to drive eBay's strategy to reduce unpaid items (UPI) by 56% in 2023 without compromising user experiences, saving eBay an annualized GMV of approximately $2.9B
- Identified & evaluated user experience risks around combined shipping in eBay's UPI auctions 2023 launch strategy resulting in a strategic pivot that is saving US eBay users an annualized $22M on shipping costs
- Conducted foundational research into eBay seller experiences and trust which set the strategic direction for a 2024 redesign of eBay's Seller Standards
- Honorable mentions: 4x eBay Spot Award Winner, 2023 & 2024 Luminary Award Nominee

UX Researcher, Home & Garden | July 2021 – April 2022 (contract)

- Led the foundational research roadmap which drove Home & Garden as strategic pillar in the US market worth over $44M in 2022
- Honorable mention: Successful conversion with a promotion from AWF to FTE

Odgers Berndtson

Data & Insights Analyst, IdenX | April 2021 – July 2021

- Led discovery, market, and design research to drive startup strategy, client projects, and product development
- Honorable mention: Managed over $200K in client-facing research projects in 3 months

Haworth Inc.

Design Researcher, Workplace Design & Innovation | January 2020 – April 2021

- Led primary and secondary design research studies to drive product development and strategy
- Honorable mention: Primary user research informed the development of the Poppy Chair with Tablet Arm which won an HiP Award from Interior Design at NeoCon 2022

Brandeis University

Research & Teaching Fellow, Sociology & Social Policy | August 2018 – May 2020

- Analyzed longitudinal survey data about entrepreneurship and innovation using multivariate statistics to compare small business owners' demographics, motivations, and success rates over time

Haworth Inc.

Graduate Design Research Intern, Workplace Design & Innovation | April 2018 – August 2018

- Led primary and secondary design research studies to drive Affordances framework & product development

Grand Valley State University

Researcher, Social Innovation & Entrepreneurship | August 2016 – May 2018

- Led research into West Michigan's workforce development ecosystem to identify gaps in user experiences
- Managed 2 undergraduate research assistants in facilitating and transcribing in-depth user interviews
- Honorable mention: Secured a research grant worth over $100M over 10 years

Research Consultant, Department of Education | January 2016 – July 2017

- Conducted a mixed-method program evaluation of GVSU's Groundswell Lower Grand River Education Initiative

Dorothy A. Johnson Center for Philanthropy

Research Assistant, Community Research Institute | September 2015 – May 2016

- Analyzed longitudinal survey data & qualitative interview data to support philanthropic program evaluations used in grant proposals

CS Research & Consulting

Principal Researcher & Consultant | March 2016 – Present

- Lead and conduct contract research to identify product and strategy opportunities for small businesses with social missions
- Mentor graduate students transitioning from academia to industry UX research

Education

Master of Arts in Sociology
Brandeis University

Master of Arts in Social Policy
Brandeis University

Bachelor of Science in Sociology, Psychology, & Applied Statistics
Grand Valley State University