

Cynthia Perry Benjamin

Research leader · People leader · Maker

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I lead research teams that find what's underneath the numbers. More than a decade in research and research leadership at Zillow, Meta and Salesforce, then two and a half years guiding three products of our own from the first idea. I believe technology should solve real problems for people, and a business should be rewarded for solving them, not for creating them.

🔲 EXPERIENCE

Love From Los Feliz Co-founder · Product strategy and research

2024 - now

Our studio. Three products, each guided from the first idea by what people actually need.

- **Match My Logic**, my idea for a card game about the magic of connection. Funded on Kickstarter with 267 backers, then manufactured and delivered a base game and four expansions. Sold on our own store and Amazon. Filed our own trademark.
- Ran the Match My Logic playtests and watched how people played. Their own words, like "locked in" and "perfect logic," became part of the game.
- **Pop In**, an iOS app that gives people permission to see their people: say what you're up to, and they pop in. Guided it from inception: the customer insight, the product strategy and the voice, including its core rule that your friends are people you've actually met, connected in person or by your own link. Built around how friends actually make plans, with one poll instead of 41 messages. Free on the App Store.
- **Pannall**, clarity at work: feedback captured in the moment, not reconstructed from memory, built for the person doing the work, not just the company. Co-founder leading strategy and research. Helped make the founding call to build for the person, not the enterprise. My first-run walkthrough of the manager sign-up became the team's fix plan before our first managers onboarded.

Zillow Senior Research Manager

2022 - 2024

Led five researchers across Growth and Shopping, from search to Home Loans.

- Research leader on the app's information architecture: a year of surveys, usability studies and interviews that reshaped the app and added a Home Loans tab. Saved Search up 48%, Home Loans submits up 3%, reaching about 95% of users. Stakeholders were the CEO and senior leadership.
- Home Loans sign-in: drop-off fell 35% and qualified leads rose 18%. Tested before launch, so it shipped with confidence.
- Non-movers: a mixed methods study of 521 people that produced four archetypes of what people might need and what would bring them back.
- In 2023, led a squad of seven through four months of foundational research on what AI meant for Zillow, and an experience proposal that kept people first.

Meta UX Research Manager

2021 – 2022

Led five qualitative, quantitative and mixed methods researchers on growth and relevance for Facebook communities.

- How people discover, join and engage with communities, using behavioral analytics, experimentation and qualitative research.
- A study of relevance and trust with 1,736 people across 7 markets.
- Kept people steady through four reorgs in under a year.

Salesforce Senior Research Manager

2018 – 2021

Built the research practice from the ground up. Hired and led a team of eight.

- Dreamforce agenda, for 170,000 attendees: staffed the study in a week and shipped research and design in two months. Attendees asked for a whole day that works, not more features.
- Brought product, design, engineering and the business into the research, and presented to the CEO, CIO and CMO.

Brandtrust Research Consultant

2013 – 2017

Interviews, ethnography and focus groups for Fortune 500 brands.

- Land Rover, Cadillac, Frito-Lay, Eli Lilly and Kimberly-Clark, across cars, food and health. Where I learned to keep asking why.

✦ EARLIER · 2008 TO 2013

Events by Willow	Founder	My first company, a lifestyle and event design firm.
San Diego Rescue Mission	Program Manager	Launched a national pilot with healthcare partners.
Invisible Children	Program Manager	Raised \$1M+ in four months through storytelling events for audiences up to 3,000.

✦ CRAFT

Qualitative	Interviews, ethnography, focus groups, usability studies
Quantitative	Survey research, segmentation and archetypes, behavioral analytics, experimentation
Leadership	Building a practice, hiring, managing through change, executive readouts
Building	Zero-to-one product strategy, voice of the customer, crowdfunding, manufacturing, selling online

✦ EDUCATION

Wheaton College
B.A., Interpersonal Communications
2007