

Anukriti Verma

Staff Product Designer with 13+ years of experience | San Francisco, CA
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Product builder who combines design craft and strategic systems thinking to solve complex, cross-surface problems and create impact at scale - whether by leading projects, teams, or both.

Work experience

LinkedIn, San Francisco

- Staff Product Designer, Premium Pages**
2026 - now
 - Back to hands-on role, working on new bets for Premium Company Pages.
 - Leveraging AI throughout my design process; influencing XFN and leadership on vision of the product by defining strategy, rapid prototyping and testing.
- Product Design Manager, Trust & Safety**
2024 - 2026
 - Led a team of 4 designers responsible for safety, privacy, and identity systems (Account Access, Verification, Anti-Abuse, and Content Moderation) horizontally across LinkedIn surfaces impacting 1B+ members globally.
 - Launched Verifications 0→1 project to reduce fake-accounts, and grew to 100M verified members. Influenced and shaped a platform-wide under-18 vision, including parental controls, and teen experience.
- Product Design Lead, Trust & Safety**
2022 - 2024
 - Player-coach role, managing 2 designers while driving large initiatives including feedback experiences for AI-coach feature across LinkedIn's portfolio.
- Senior Product Designer, Settings & Login**
2018 - 2022
 - Redesigned LinkedIn Settings, reducing discovery time by 48% and engineering time by 90%. Shipped login and security experiences like Security Checkup which reduced hacked accounts by 33%.

OlaCabs, Bangalore

Senior Product Designer
2016 - 2018

Designed payments and booking experiences for India's largest ride-share app, impacting 20M+ monthly users.

ReignDesign, Shanghai

UX/UI Designer
2015

Designed end-to-end mobile apps for global clients, creating culturally relevant (and often multilingual) UX flows for the Chinese and European markets.

Globant, Bangalore

User Experience Designer
2012 - 2014

Led UX and visual design for smart-home app called Osram, and complex B2B banking products, balancing technical constraints with usability.

Education

IIT Bombay, Mumbai
Masters in Visual Communication
2010-2012

IILM University
Bachelors in Design
2006-2010

Skills

People Management, Leadership, Hiring, Coaching, Design Direction, Product Strategy, Long-term Vision, Prototyping, System Design, Visual & Interaction Design, Roadmap Planning, Collaboration, Communication, Storytelling, Cross-functional Partnership

Recognition

Top 10% mentor in US
ADPList

Guest lecturer
University of Washington

Guest lecturer
IIT Bombay