

## CASE STUDY

# Global Design Platform: Employee Impersonation Detection on LinkedIn

## CONTEXT

Collaborative design platform used by 95% of the Fortune 500. The company sought to identify and takedown employee impersonation on LinkedIn. Findings are based on detection data from a 12-month period.

## CHALLENGE

Multimodal profile analysis was required to identify fraudulent LinkedIn profiles.

## OUTCOME

- 10,000+ fraudulent LinkedIn profiles identified
- Malicious profiles with verified badges flagged
- Surface reduced to legitimate affiliation baseline
- Broader community and freelance profiles preserved

## SYSTEM CAPABILITIES DEMONSTRATED

- Multimodal analysis of profile text, experience history, and visual identity
- Profile classification and disambiguation at scale
- Continuous monitoring for new and re-emerging profiles