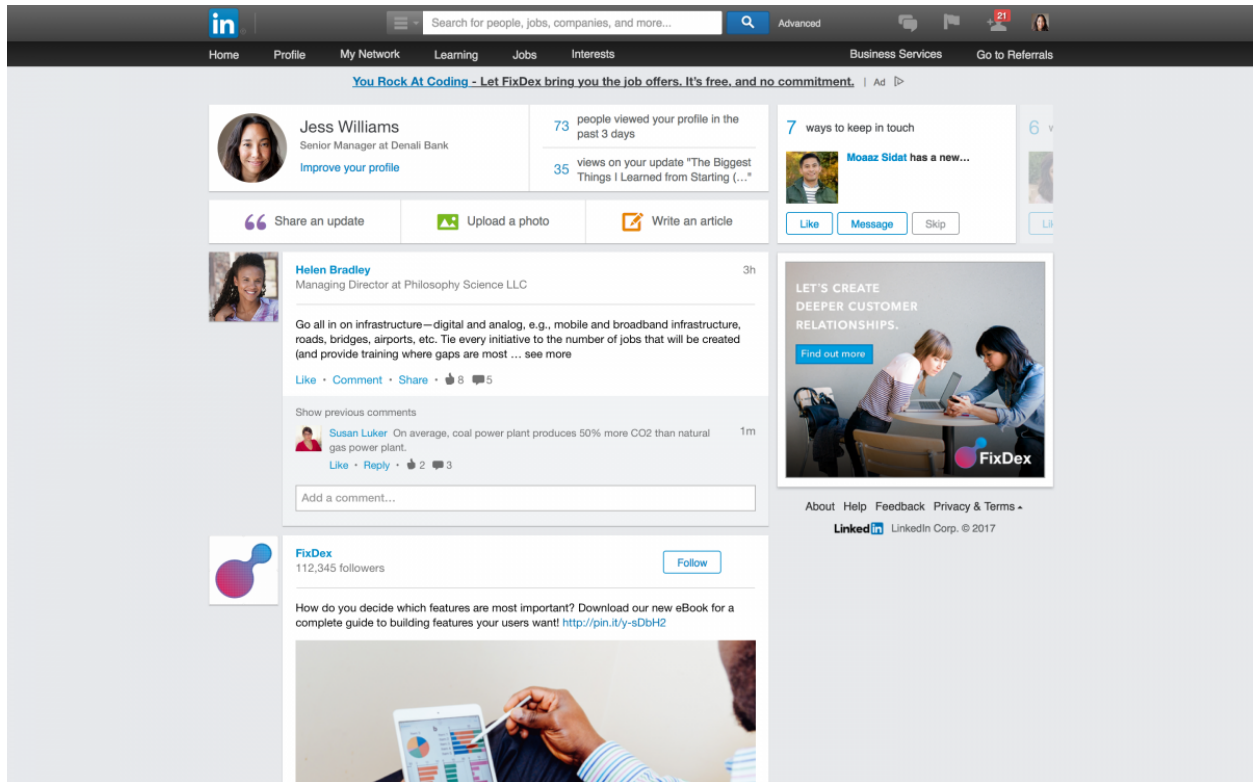


با LinkedIn صمیمی تر شویم – تغییرات ظاهری لینکداین

اگر الان وارد سایت LinkedIn شوید، متوجه تغییرات جدید آن می شوید. مایکروسافت – مالک LinkedIn – این تغییرات را بزرگترین تغییرات LinkedIn از زمانی که تحت مالکیت مایکروسافت درآمد، برشمرد. تغییرات ابتدا در اپلیکیشن های اندروید و iOS اعمال شدند و سپس در نسخه وب. این طراحی جدید وب سایت LinkedIn شما را در پیدا کردن راحت تر فرصت های شغلی و آدم هایی که در حیطه کاری تان هستند، یاری می کند.

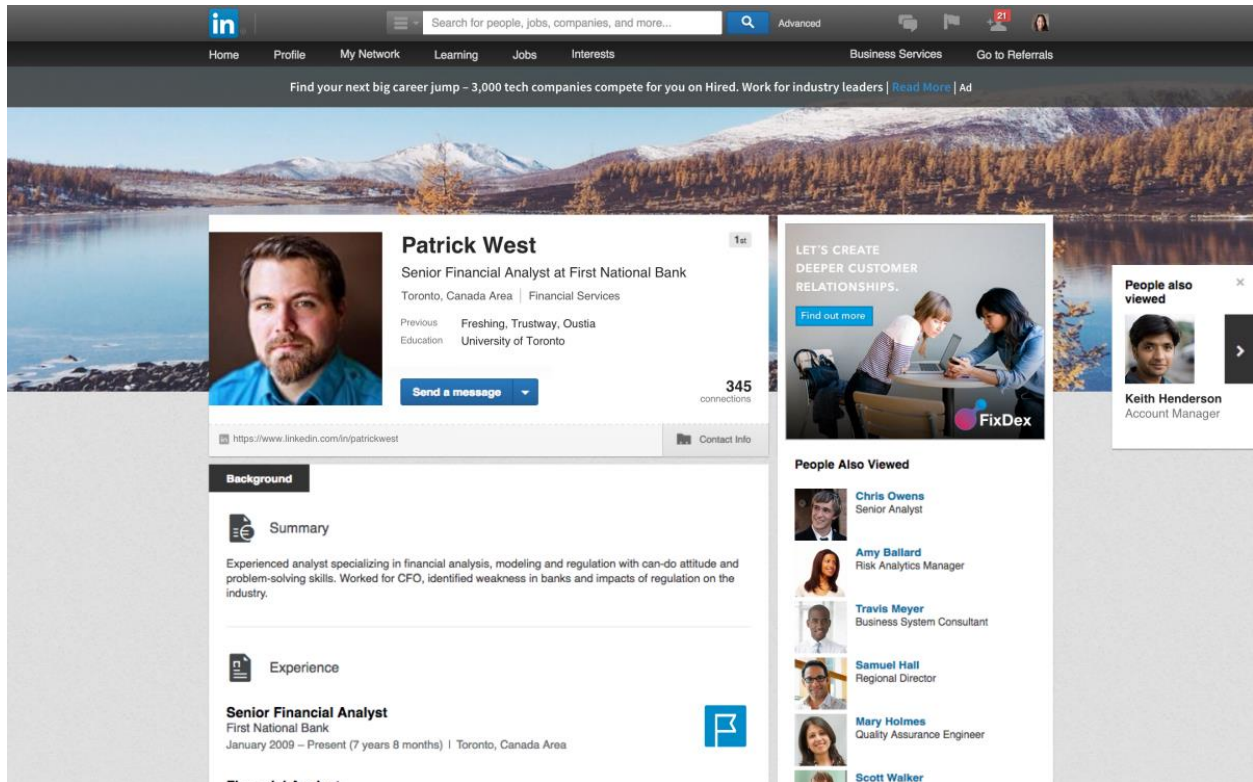
اگر هنوز طراحی جدید LinkedIn برای تان نمایان نشده است، نگران نباشید، زیرا این شرکت اعلام کرده است که این تغییرات را کم کم در اختیار تمام کاربرانش در سراسر دنیا قرار می دهد.

قبل از اینکه روی موضوع تعمق کنیم، نگاهی به طراحی قدیمی این سایت می اندازیم. سرپرست بخش طراحی تجربه کاربری سایت LinkedIn، Amy Parnell، می گوید: برای باز طراحی تنها روی این نظر کاربران تمرکز کردیم: ظاهر سایت بسیار گیج کننده است. کاربر نمی داند باید چه کاری انجام دهد.



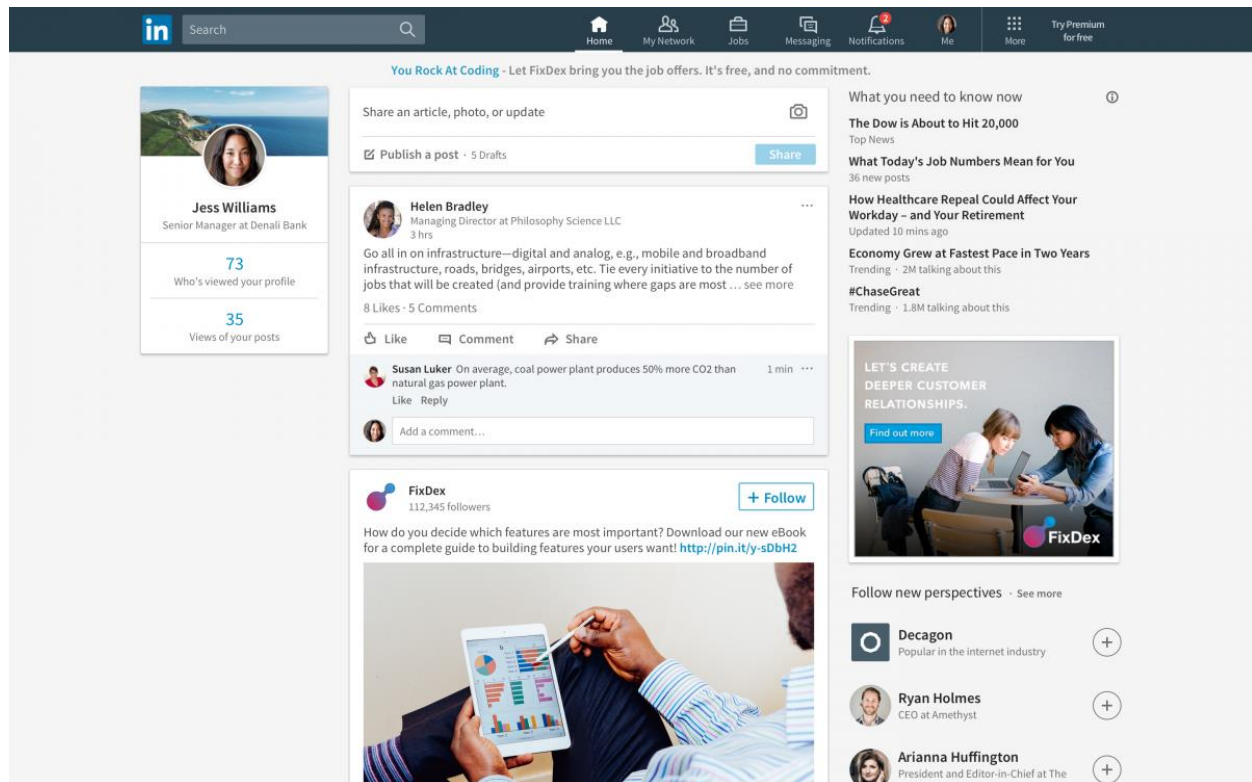
The image shows a screenshot of a LinkedIn profile page. At the top, there is a navigation bar with the LinkedIn logo and search options. Below the navigation bar, there is a banner for FixDex with the text "You Rock At Coding - Let FixDex bring you the job offers. It's free, and no commitment." The profile of Jess Williams is displayed, showing her name, title "Senior Manager at Denali Bank", and a "Follow" button. To the right of her profile, there are statistics: "73 people viewed your profile in the past 3 days" and "35 views on your update 'The Biggest Things I Learned from Starting (...)'" Below the profile, there are three action buttons: "Share an update", "Upload a photo", and "Write an article". A post by Helen Bradley is visible, with the text "Go all in on infrastructure—digital and analog, e.g., mobile and broadband infrastructure, roads, bridges, airports, etc. Tie every initiative to the number of jobs that will be created (and provide training where gaps are most ... see more)". Below the post, there are comments from Susan Luker and a "Like" button. On the right side of the page, there is a sidebar with a "7 ways to keep in touch" section and a FixDex advertisement with the text "LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS." and a "Find out more" button. At the bottom of the sidebar, there is a "FixDex" section with 112,345 followers and a "Follow" button. The advertisement also includes the text "About Help Feedback Privacy & Terms" and "LinkedIn LinkedIn Corp. © 2017".

برخی از مردمی که از طریق نسخه قبلی LinkedIn ثبت نام می کردند، فرم خواسته شده را پر می کردند و هیچگاه برای بار دوم به سایت مراجعه نمی کردند، زیرا برایشان واضح نبود که LinkedIn به چه کاری می آید.



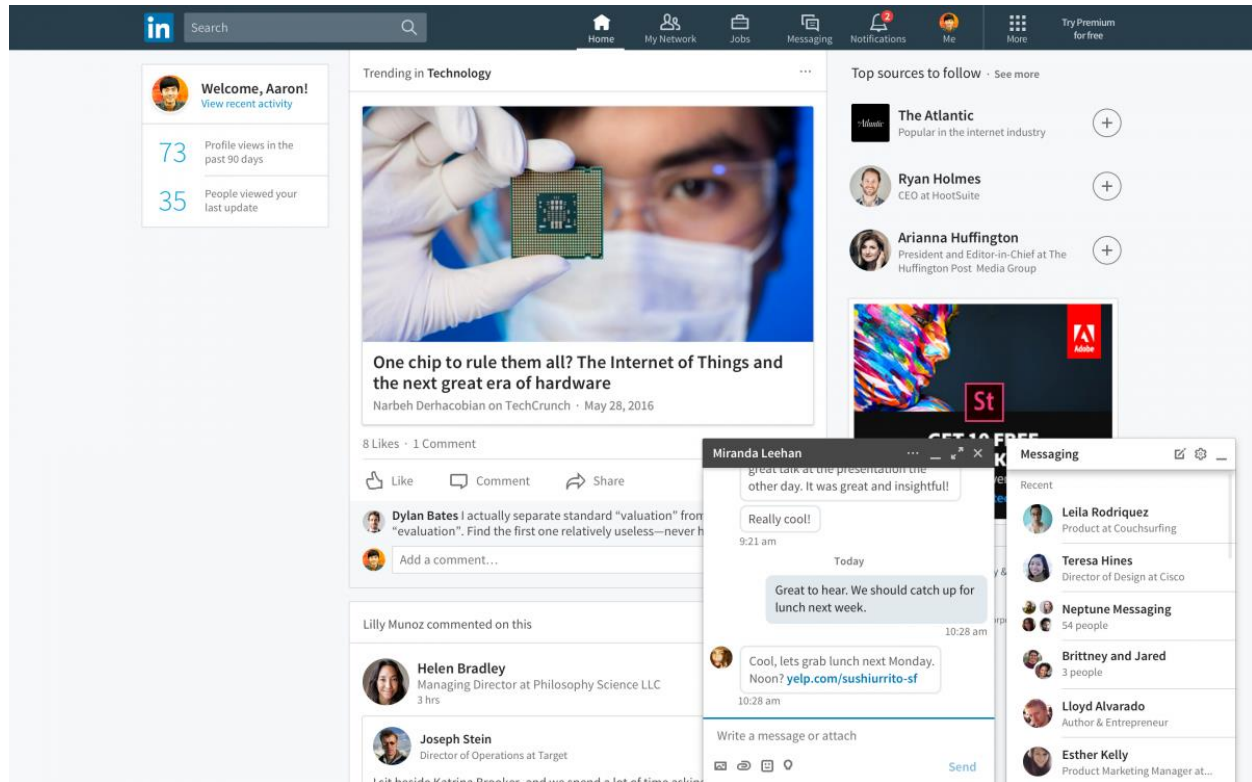
The image shows a LinkedIn profile for Patrick West. The profile header includes his name, title 'Senior Financial Analyst at First National Bank', location 'Toronto, Canada Area', and industry 'Financial Services'. It also lists his previous company 'Freshing, Trustway, Oustia' and education 'University of Toronto'. The profile has 345 connections. The background image shows a scenic view of a lake and mountains. The profile is divided into sections: 'Summary' (Experienced analyst specializing in financial analysis, modeling and regulation with can-do attitude and problem-solving skills. Worked for CFO, identified weakness in banks and impacts of regulation on the industry.), 'Experience' (Senior Financial Analyst at First National Bank, January 2009 - Present (7 years 8 months) | Toronto, Canada Area), 'People Also Viewed' (Chris Owens, Senior Analyst; Amy Ballard, Risk Analytics Manager; Travis Meyer, Business System Consultant; Samuel Hall, Regional Director; Mary Holmes, Quality Assurance Engineer; Scott Walker), and 'People also viewed' (Keith Henderson, Account Manager).

حالا وارد طراحی جدید LinkedIn می شویم. بسیار ساده و شفاف طراحی شده است، به راحتی و با سرعت می توانید به همه آنچه مد نظرتان است دست یابید. نوار بالای صفحه اقداماتی که می توانید انجام دهید را نشان تان می دهد و نسبت به نوار قبلی واضح تر است.



علاوه بر اینها، قابلیت تازه ای که در این نوار نهفته شده است این است که نوتیفیکیشن های اخیر را نشان تان می دهد و دیگر خبری از ۱۰۰+ نوتیفیکیشن نیست.

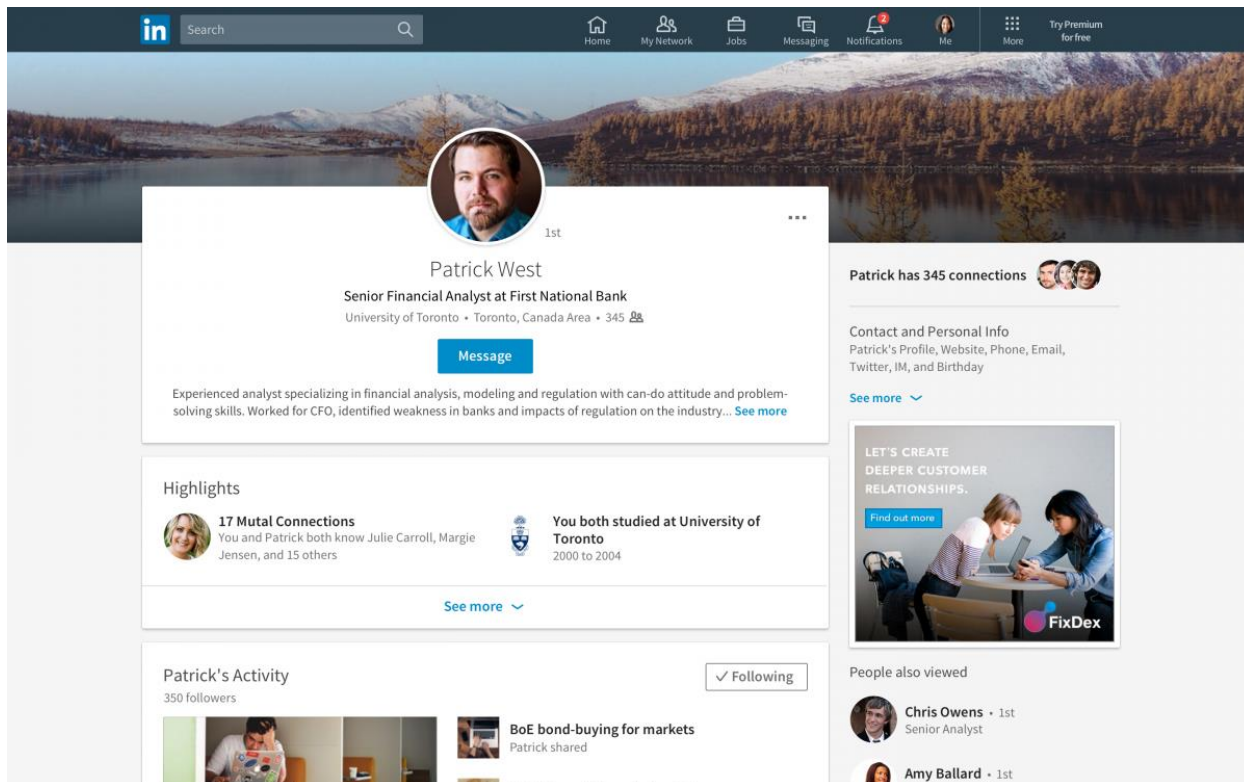
پیام رسان LinkedIn نیز از ویژگی های جدید آن است. این پیام رسان مانند پیام رسان فیسبوک طراحی شده است. می توانید همزمان در سایت بچرخید و گفتگوی خود را ادامه دهید.



The screenshot shows a LinkedIn profile for Aaron. The main content is a post titled "One chip to rule them all? The Internet of Things and the next great era of hardware" by Narbeh Derhacobian on TechCrunch, dated May 28, 2016. The post features an image of a person in a lab coat holding a microchip. Below the post, there are 8 likes and 1 comment from Dylan Bates. A messaging window is open over the post, showing a conversation with Miranda Leehan. The messages include: "Really cool!", "Great to hear. We should catch up for lunch next week.", and "Cool, lets grab lunch next Monday. Noon? [yelp.com/sushirrito-sf](https://www.yelp.com/sushirrito-sf)". The messaging window also shows a list of recent contacts including Leila Rodriguez, Teresa Hines, Neptune Messaging, Brittney and Jared, Lloyd Alvarado, and Esther Kelly.

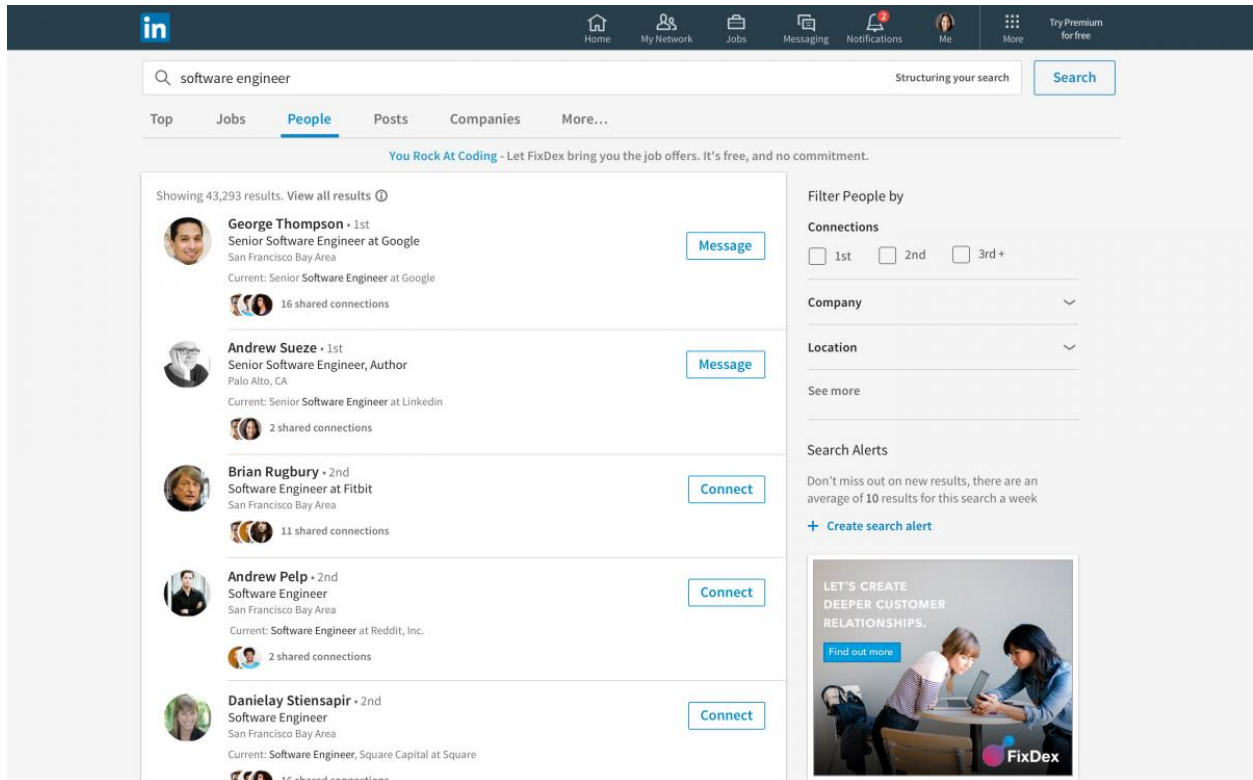
قابلیت جدیدی که در سیستم پیام رسان خود اضافه کرده است این است که خود لینکداین با توجه به ارتباطاتتان، گفتگو پیشنهاد می دهد. فرد مقابل هم می تواند از شبکه ارتباطی تان باشد و هم از میان اعضای شرکت هایی که آنها را دنبال می کنید. این یک قابلیت ظریف برای تشویق به در دسترس بودن است که البته هم بعد مثبت دارد و هم بعد منفی.

همچنین زمانی که در حال مشاهده صفحه فردی دیگر هستید...



The image shows a LinkedIn profile for Patrick West, a Senior Financial Analyst at First National Bank. The profile includes a header with navigation icons, a profile picture, and a background image of a lake and mountains. The main content area features a 'Message' button, a bio, and a 'Highlights' section with '17 Mutual Connections' and 'You both studied at University of Toronto'. The 'Activity' section shows a post about 'BoE bond-buying for markets'. The right sidebar displays 'Patrick has 345 connections', 'Contact and Personal Info', and 'People also viewed' with profiles for Chris Owens and Amy Ballard.

کارهایی که در سایت هنگام مشاهده پروفایل اشخاص دیگر، قابل انجام است را به شما نمایش می دهد و اطلاعات غیر ضروری و فرعی را حذف می کند.

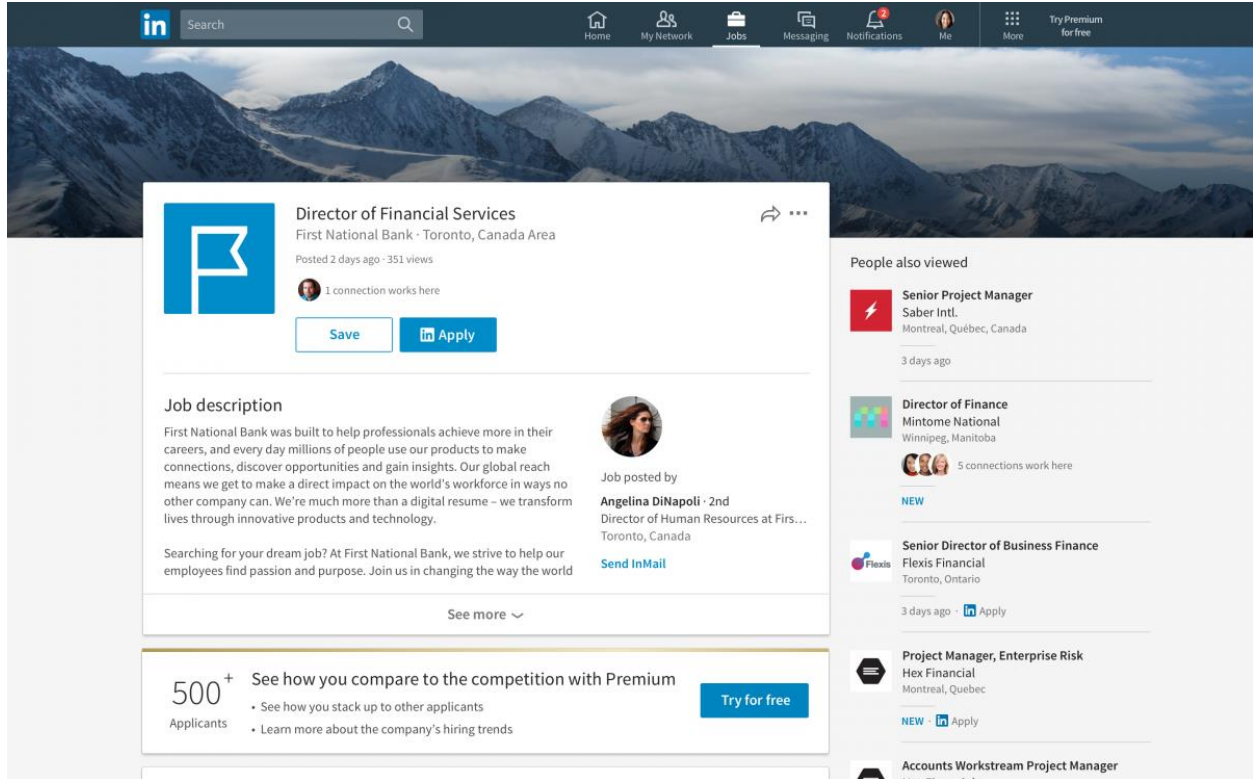


The screenshot shows a LinkedIn search results page for the query "software engineer". The search bar at the top contains the text "software engineer" and a "Search" button. Below the search bar, there are navigation tabs for "Top", "Jobs", "People", "Posts", "Companies", and "More...". The "People" tab is selected. A banner for "You Rock At Coding" is visible. The main content area shows a list of search results for "software engineer" with 43,293 results. The results are displayed in a list format, each with a profile picture, name, title, location, current company, and a button to "Message" or "Connect". The results are:

- George Thompson** • 1st Senior Software Engineer at Google, San Francisco Bay Area. Current: Senior Software Engineer at Google. 16 shared connections. Button: Message.
- Andrew Suez** • 1st Senior Software Engineer, Author, Palo Alto, CA. Current: Senior Software Engineer at LinkedIn. 2 shared connections. Button: Message.
- Brian Rugbury** • 2nd Software Engineer at Fitbit, San Francisco Bay Area. 11 shared connections. Button: Connect.
- Andrew Pelp** • 2nd Software Engineer, San Francisco Bay Area. Current: Software Engineer at Reddit, Inc. 2 shared connections. Button: Connect.
- Danielay Stiensapir** • 2nd Software Engineer, San Francisco Bay Area. Current: Software Engineer, Square Capital at Square. 16 shared connections. Button: Connect.

On the right side, there are filters for "Filter People by" (Connections: 1st, 2nd, 3rd+), "Company", "Location", and "Search Alerts". A "Create search alert" button is also present. At the bottom right, there is an advertisement for FixDex with the text "LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS. Find out more." and an image of two people working at a computer.

لینکداین این باز طراحی را از سرنخ هایی که از اپلیکیشن اندرویدی خود بدست آورده بود، آغاز کرد. در این انتشار جدید، لینکداین در سایت و اپلیکیشن خود از کد یکسان استفاده کرده است این بدین معناست که تغییر برای بهبود در یکی، منجر به بهبود هر دو می شود. یکی از مدیران ارشد لینکداین در این باره می گوید: هر یک از پلتفرم ها دیگری را بهبود می دهد.



The screenshot shows a LinkedIn job posting interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and More. Below this is a search bar and a background image of a mountain range. The main content area features a job posting for 'Director of Financial Services' at 'First National Bank - Toronto, Canada Area'. The posting includes a company logo, a 'Save' button, an 'Apply' button, and a 'Job description' section. The description states: 'First National Bank was built to help professionals achieve more in their careers, and every day millions of people use our products to make connections, discover opportunities and gain insights. Our global reach means we get to make a direct impact on the world's workforce in ways no other company can. We're much more than a digital resume - we transform lives through innovative products and technology.' Below the description, it says 'Searching for your dream job? At First National Bank, we strive to help our employees find passion and purpose. Join us in changing the way the world'. The job is posted by 'Angelina DiNapoli - 2nd', Director of Human Resources at First National Bank. To the right of the job posting, there is a 'People also viewed' section with several other job listings, including 'Senior Project Manager' at Saber Intl., 'Director of Finance' at Mintome National, 'Senior Director of Business Finance' at Flexis Financial, 'Project Manager, Enterprise Risk' at Hex Financial, and 'Accounts Workstream Project Manager' at Hex Financial. At the bottom of the job posting, there is a promotional banner for LinkedIn Premium, stating '500+ Applicants' and 'See how you compare to the competition with Premium'. It lists two benefits: 'See how you stack up to other applicants' and 'Learn more about the company's hiring trends'. A 'Try for free' button is also present.

لینکداین اعلام کرده است که تا این لحظه ۶۰ درصد از ترافیک خود را از کاربران موبایلی دارد.

به بیانی دیگر، این همان لینکداین است منتها کمی تمیز تر و ساده تر شده است.

Navigation bar with LinkedIn logo, search bar, and menu items: Home, My Network, Jobs, Messaging, Notifications, Me, More, Try Premium for Free.

Search jobs by title, keyword or company | City, state, country or postal code | Find jobs

Job search alerts: 15 new jobs for Finance Director in Toronto, Canada | Manage alerts

3 Saved jobs | 12 Applied jobs | Looking for talent? | Post a job

Jobs you may be interested in
Any location · Senior to Executive level · Financial Services · 2 - 10,000+ Employees... [Update preferences](#)

- Executive Finance Manager**
Oustia National Bank
Toronto, Canada Area
2 company alum
NEW
- Structured Finance Manager - Corporate Finance**
Elkhorn River Bank
Toronto, Canada Area
2 days ago
- Senior Manager**
Trustway Bank
Hamilton, Ontario, Canada
7 connections
NEW
- Senior Finance Manager**
Ventofase
Ottawa, Ontario
8 connections
3 days ago | Apply
- Senior Project Manager**
Whistley Inc.
Montreal, Québec, Canada
5 days ago
- Commercial Banking Senior Relationship Manager**
Saber Intl.
Montreal, Québec, Canada
2 days ago | Apply
- Senior Relationship Manager**
Mintome National
Winnipeg, Manitoba
5 company alum
2 days ago
- Senior Compensation Manager**
Freshing Inc.
Vancouver, British Columbia
3 school alumni |
6 days ago