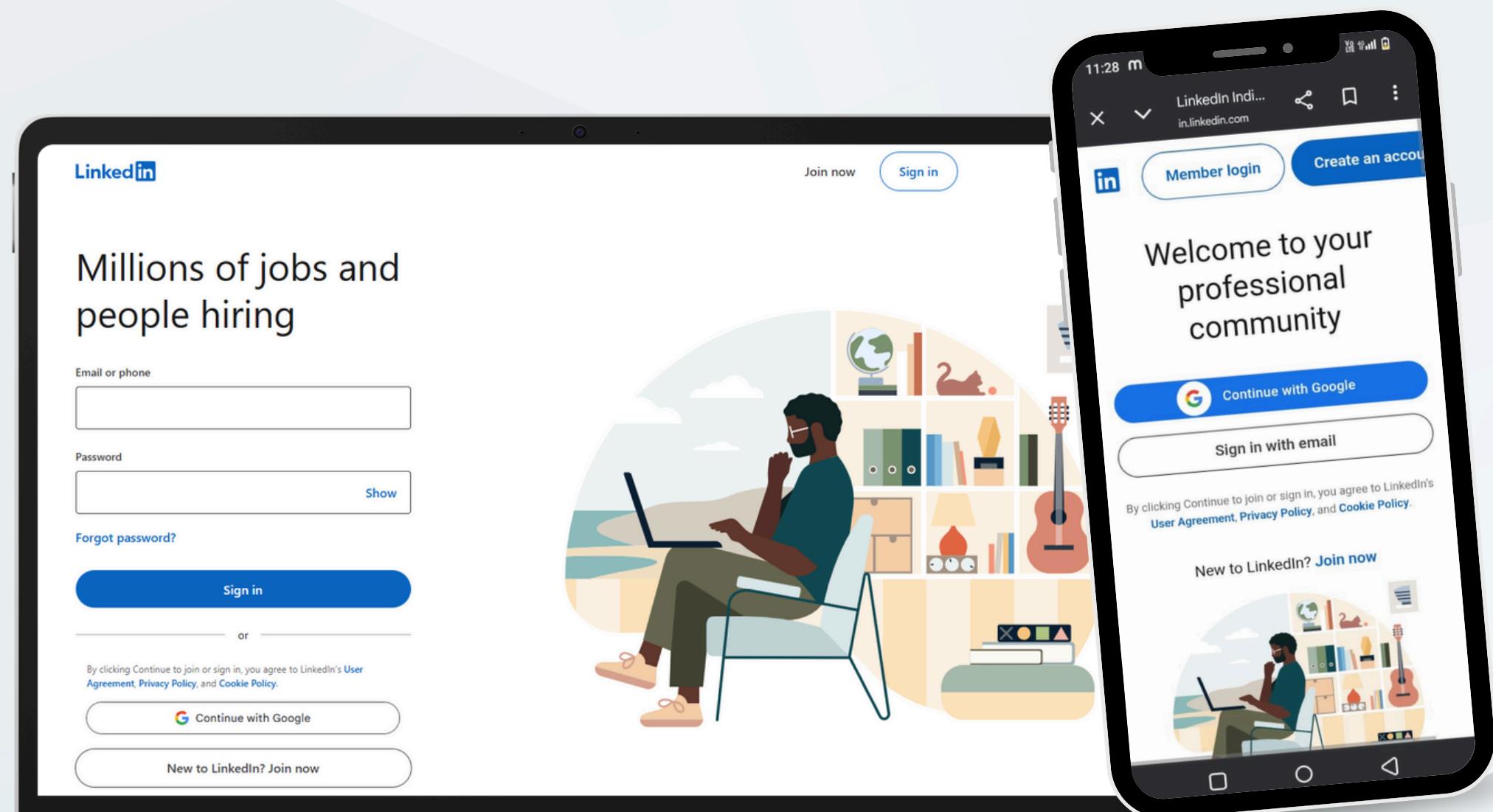




# LinkedIn UI /UX Audit



**Aditi Chandel**

# UI KIT

## Source Sans

Light      Regular      Medium      SemiBold      Bold

#0077B5

FFFFFF

#000000

#CACCCE

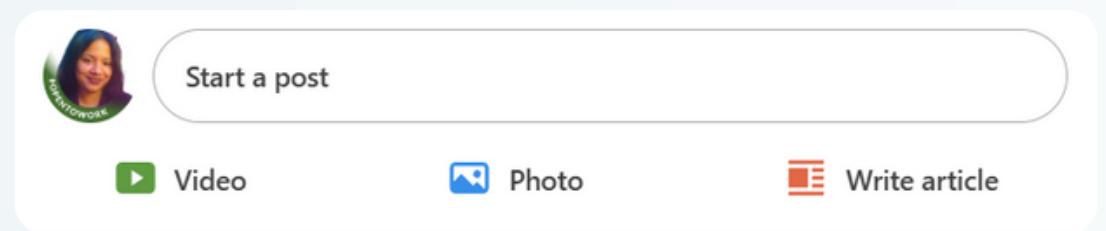
LinkedIn's logo uses a specific **blue** because blue is strongly associated with **trust, reliability, and professionalism**, which fits a career-focused network. Blue also feels calm and stable, so it supports LinkedIn's goal of being a dependable place for **long-term professional relationships and opportunities**.

#5A983C

LinkedIn uses **green colour** to demonstrate **positive status** and the "open to work" badge, as it represents growth and a reassuring "go ahead" signal, so it communicates **opportunity and positive action** on the interface.

#C90724

✓ Remote      ✓ Full-time  
No longer accepting applications



LinkedIn uses **red colour** to demonstrate **notification badge and negative points**, as red colour instantly grabs attention and signals urgency or warning, so it stands out on the interface and tells the user to look there first.

# H1 Bold (32px)

H2/Body Regular (16px)

Metadata Regular (12px)

CTA Buttons Medium (14px)

## H3 Bold (14px)

Aditi Chandel  She/Her

Graphic & Visual Designer | 100+ Social Media & Branding Projects Delivered | Freelance Creative with 2+ Years of Experience | Passionate About Visual Storytelling

Haridwar, Uttarakhand, India · [Contact info](#)

[Let's Connect](#) 

1,305 followers · 500+ connections

[Open to](#)

[Add profile section](#)

[Enhance profile](#)

[Resources](#)

[Open to work](#)

Junior Project Manager, Graphic Designer, Social Media Designer and Data Analyst roles  
[Show details](#) 

## Consistency

Typography is consistent, using the same **Source Sans family** with a clear hierarchy (**H1 name, 16px summary, 12px metadata, 14px CTAs**). Buttons repeat the same pill shape, padding, and blue vs white/outline styles, so actions are instantly recognizable.

## Spacing

Even **vertical spacing** between name, summary, location, stats, and buttons creates clear visual groups and reduces cognitive load. Well-balanced padding inside CTAs makes them comfortable to read and easy to click.

## Usability

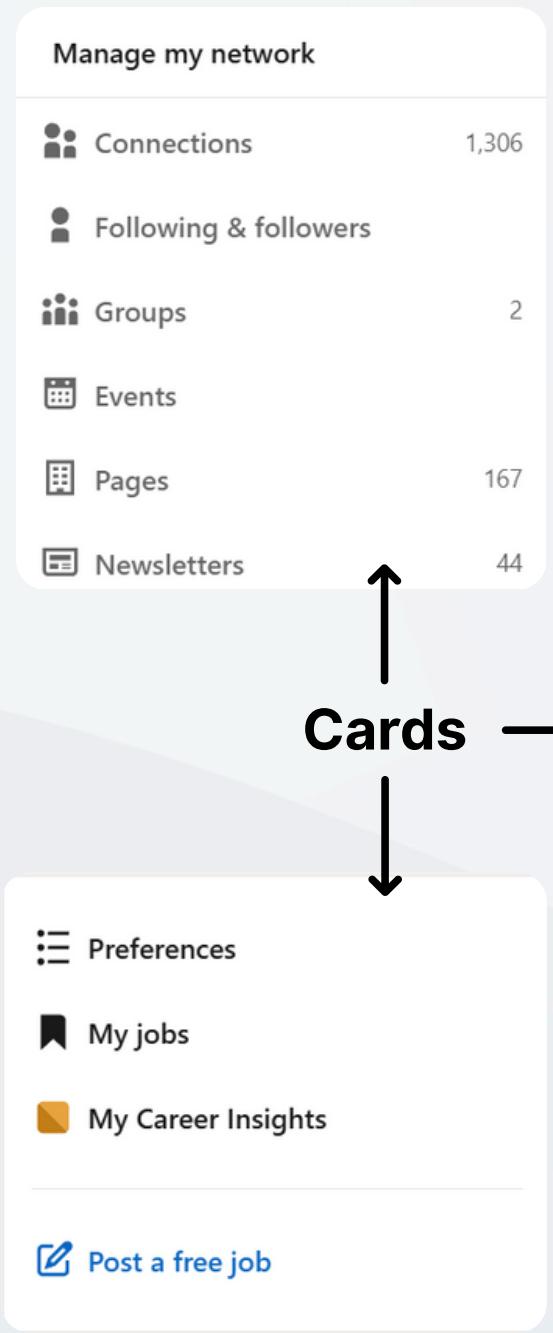
Key information (**name, role, “Open to work” CTA**) appears at the top, supporting quick scanning. Strong contrast, readable sizes, and large, clearly labeled CTAs make interactions **straightforward** across screen sizes.



Bransarv Digital Private Limited



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**Text fields**

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Profile viewers 87 Post impressions 296

Uncover decision makers on Sales Nav Try now for ₹0

Bharat Taxi app from January 1 the surge pricing like Ola and Ub

Bransarv Digital Private Li...

Activity 1 Page visitors 2

Grow your business Try Campaign Manager

**Navigational Buttons →**

Posts Comments Images Documents

All Jobs My posts Mentions

**Cards** →

Home My Network Jobs Messaging Notifications Me For Business Advertise

**Dropdowns and menus**

**Slider**

**CTAs**

Explore more for business

- Hire on LinkedIn Find, attract and recruit talent
- Sell with LinkedIn Unlock sales opportunities
- Post a job for free Get qualified applicants quickly
- Advertise on LinkedIn Acquire customers and grow your business
- Get started with Premium Expand and leverage your network
- Learn with LinkedIn Courses to develop your employees
- Admin Center Manage billing and account details

Create a Company Page +

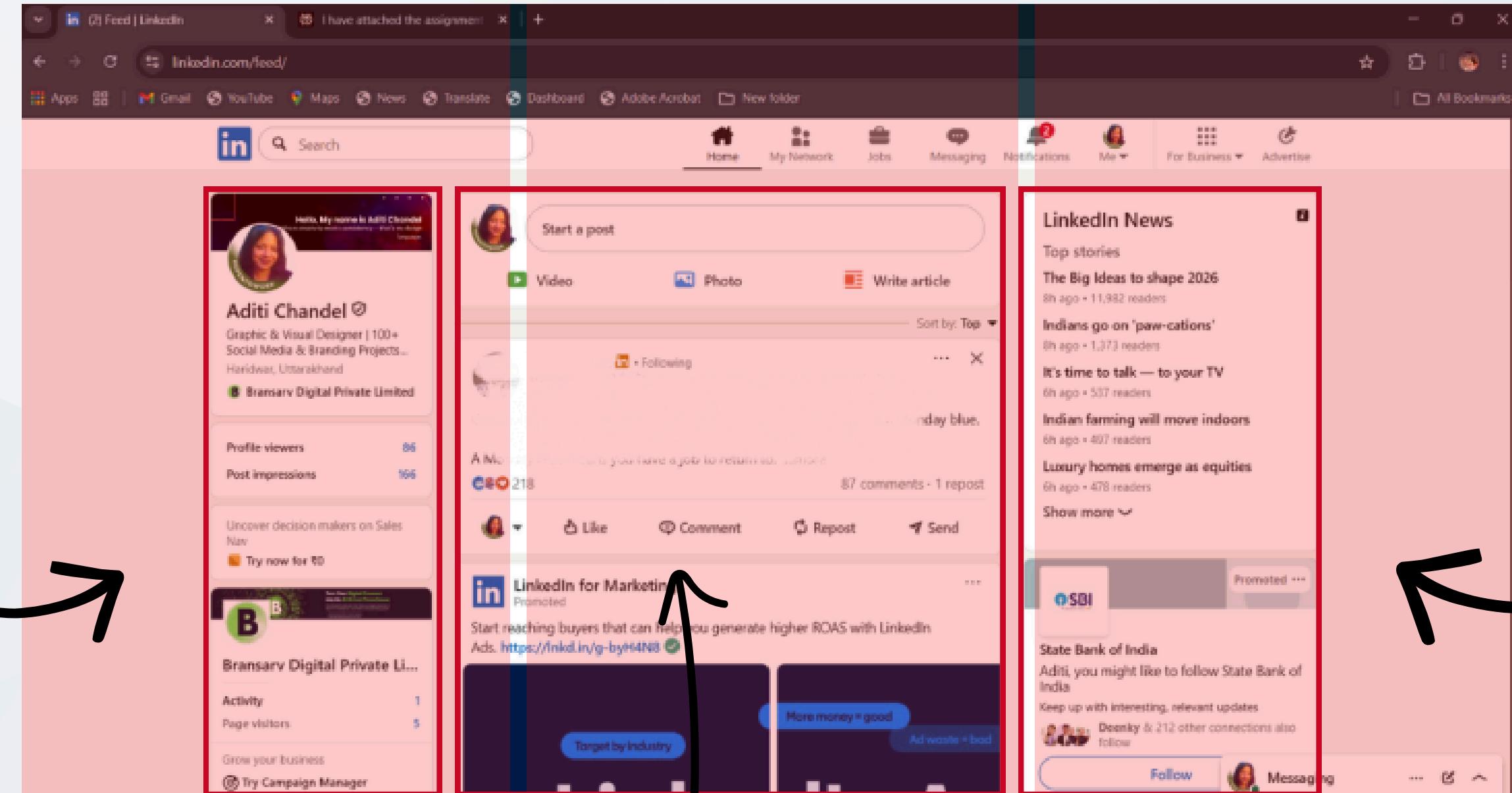
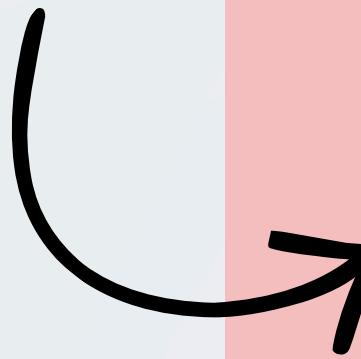
Messaging

**Icons**



# RESPONSIVE GRID LAYOUT

**Left Sidebar :**  
Profile section and other important info related to the user.



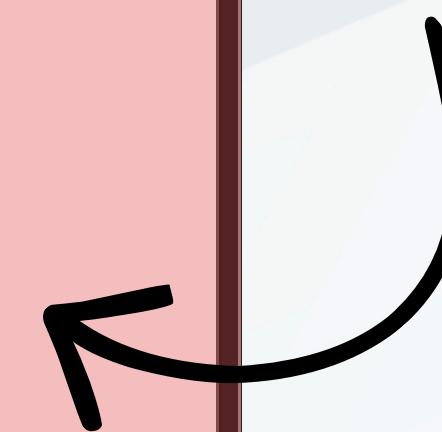
- **Three-column layout** maximizes screen space and supports comprehensive information visibility

**Center Feed:** Main content area with posts, updates, and engagement options (Like, Comment, Repost)

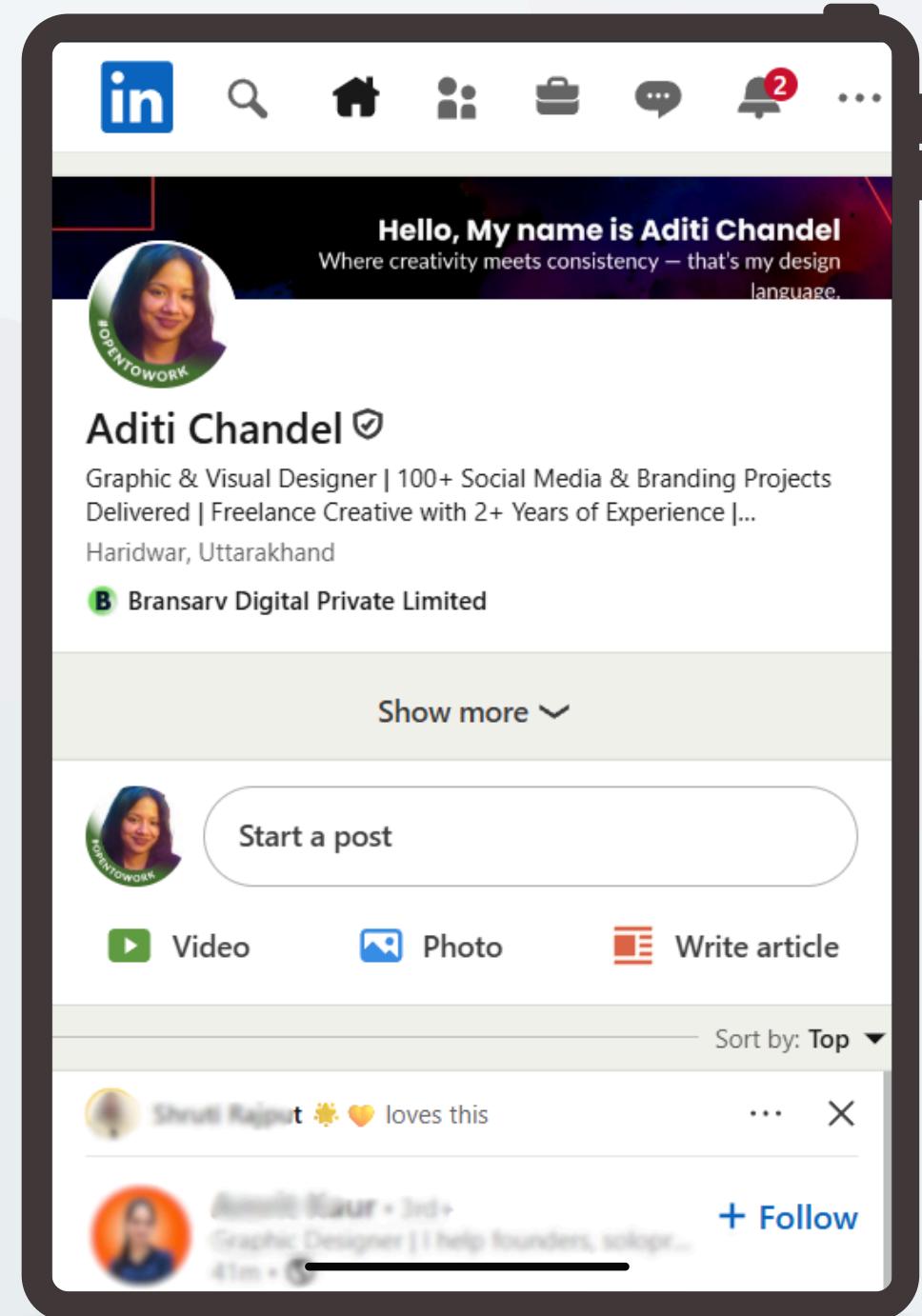


- **All sections remain visible** without scrolling, reducing cognitive load

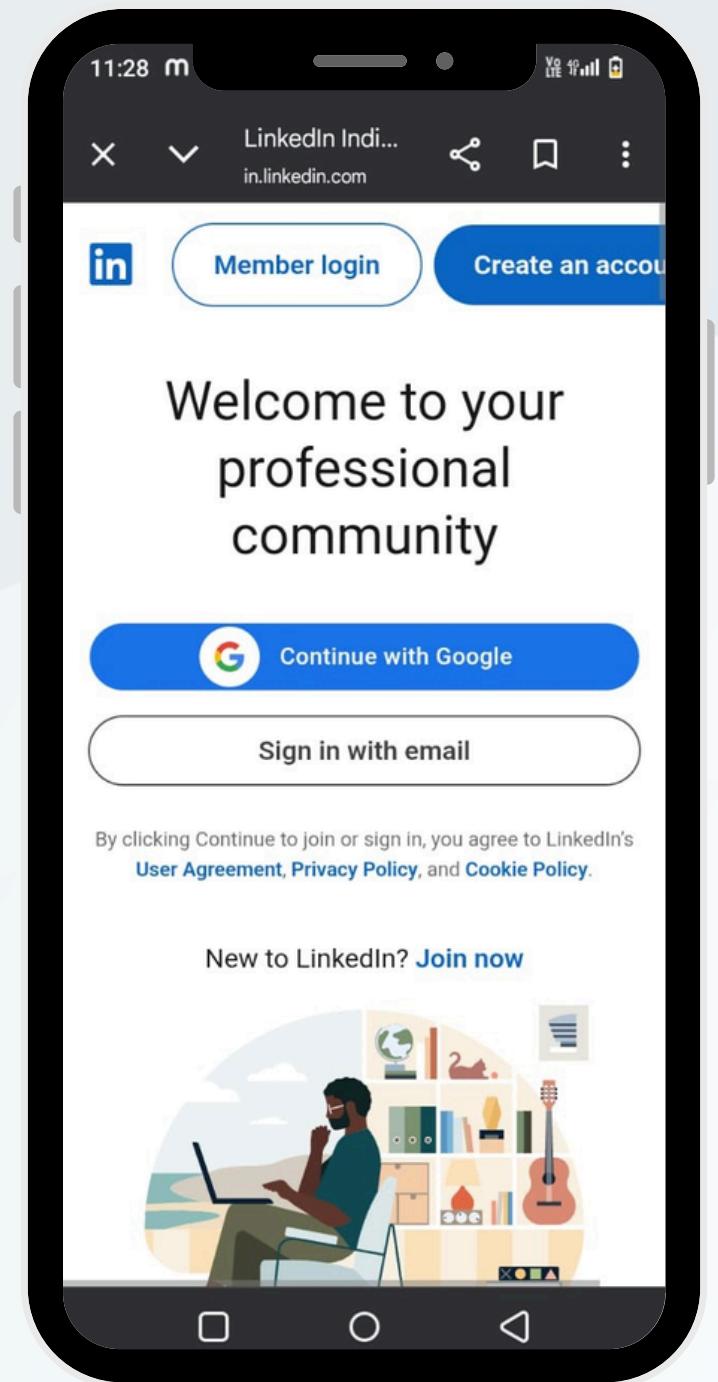
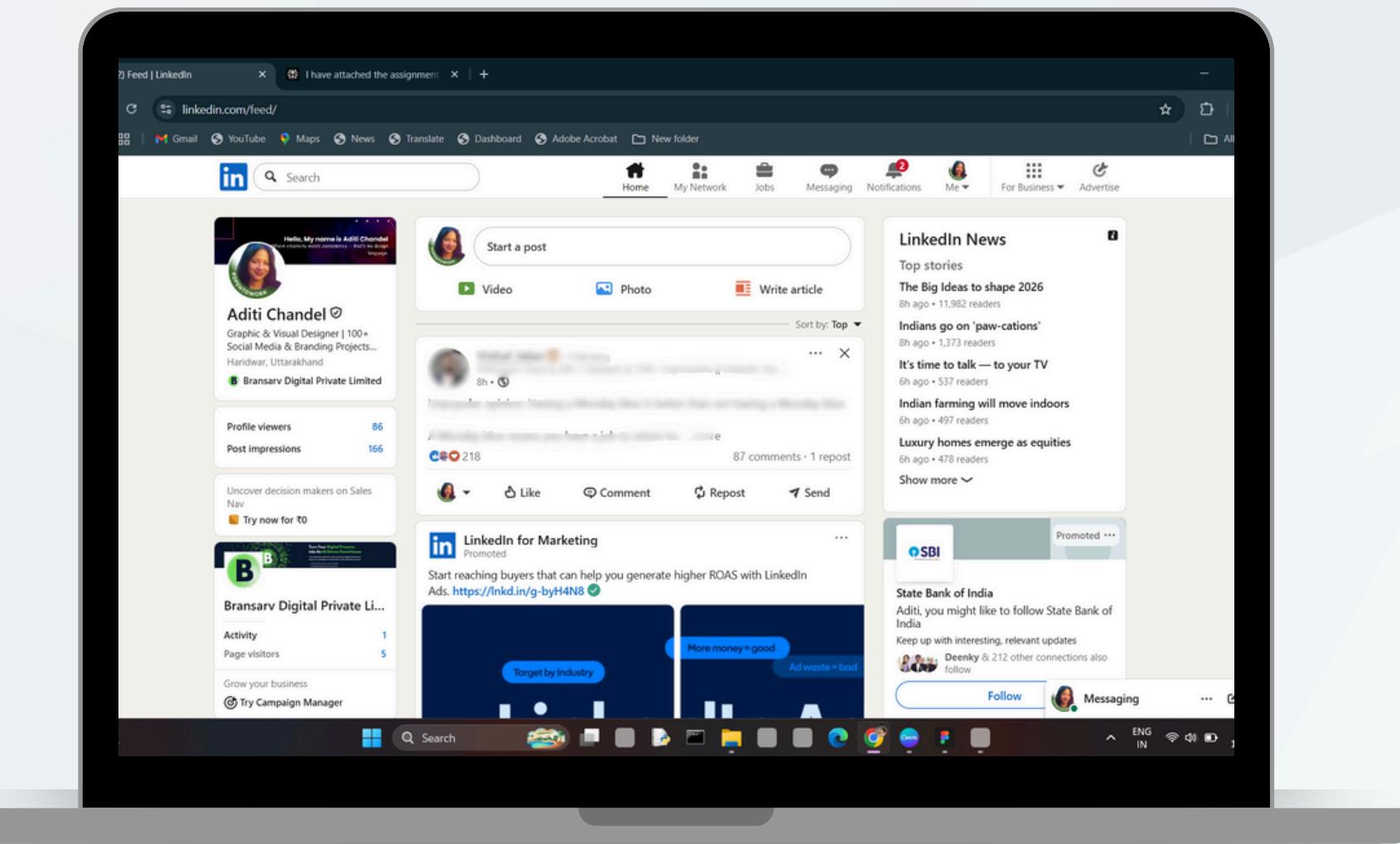
**Right Sidebar:**  
LinkedIn News, job recommendations, promoted content, and featured profiles



# DEVICE RESPONSIVENESS



LinkedIn's **interface adapts smoothly** from mobile to tablet to desktop, keeping core actions and content visible while adjusting layout, spacing, and navigation for each screen size.



# OVERALL UI/UX EVALUATION

- **Clear hierarchy** – Bigger name, smaller summary and metadata make profiles easy to scan and understand who the profile belongs to, improving readability for users.
- **Consistent components** – Repeated button shapes, padding and colours help users instantly recognise actions, lowering cognitive load.
- **Responsive grid** – Layout shifts from multi-column on desktop to a single column on mobile so key content stays accessible across devices
- **Strong contrast** – Blue on white maintains good contrast, making text and CTAs easier to read, even in longer sessions.
- **Intuitive navigation** – Familiar icons and labels (Home, Jobs, Messaging, Notifications) match user expectations and reduce the learning curve.

# Thankyou