

Project summary

We are a recruitment company, connecting top talents to fast growing companies in Asia (<https://libbler.com/>). Since inception, our talent pool and business have grown organically. However, we are now in the process of scaling up and we are looking to revamp our public website to encourage talents to join our pool via website registration (instead of sending CVs to our inboxes). We have also made available different recruitment solutions for employers that cater to different business needs. We want the website to provide enough information so that employers understand us better as a company.

What we need

- An aesthetically pleasing and informative website. There is quite a bit of information to deliver, so we need smart design to declutter and make the info flow better.
- Look and feel: Modern, professional
- While we provide pretty detailed mockups, we are open to suggestions regarding colour, layout and icons treatment.
- As for images, you can leave blank for now. We will provide during the feedback stage.
- Color palette: Open to new but also happy with the combination we already have
- **Final design delivery must be for both desktop and mobile screens**
- **Designer must also provide design specifications for our in-house development team to easily execute**

Web pages that require design (Desktop & Mobile)

We would require 5 screens responsive (mobile & desktop) so 10 screens in total. Please refer to mock up.

1. Landing page
2. Registration pop-up (upon user clicking on Register)
3. How we work
4. Employers
5. About us > About LIBBLER: Bottom section mockup has 3 panels - Who we are | Our team | How we grew. We only need design for How we grew

NOTE:

- **Browse jobs page** <https://libbler.com/career/roles> - This doesn't need turnaround but need to keep in mind when designing other pages for consistency
- About us > Working at LIBBLER page is not part of this scope.

Color palette



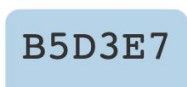
Header / Footer



Buttons (Critical action/ Normal action)



Affirm/timeline/process lines



Background/Boxes

Looks & feel inspirations

<https://www.toptal.com/developers>

<https://wonderlic.com/wonscore/>

Texts for each page

1. Landing page

We connect top talents into fast growing employers in Asia.

Smart connections

- It's the quality of the connection that matters. Our role matching algorithms and talent managers work around the clock to find opportunities suitable to your unique profile.

Critical insights

- Our close interactions with candidates and employers have helped us create a comprehensive database of companies, talents and skills. With LIBBLER, you will gain full access to timely intel to help you make the right career decision.

People first

- We take the time to really understand you holistically as a person to maximize your potential. As your career counselor, we provide maximum transparency and feedback throughout the process.

2. Registration pop-up

Work with our passionate machine and humans.

- By joining LIBBLER, we will start actively matching you to exciting opportunities. We also take your personal information very seriously and we do not share your profile with the employers unless we receive your explicit approval.

3. How we work

Maximum transparency and feedback throughout the process

Matching - Once registered, our matching algorithms identify any potential roles real time. Our recruiters review the quality of matches before sending them to you.

Role briefing - Our recruiters will jump on a call with you to explain more about the role. This is also when we get to learn more about you and your career aspirations.

Submit & interview - After we have received your approval to apply, we handle the profile submission and any interview logistics. Our recruiters provide prep as you progress through each interview round.

Offering - You have our full support during from navigating difficult conversations, salary negotiation, to understanding how this opportunity fits your long term career goals.

We empower talents to make informed career decisions.

- Every intel that we gather is dissected and organized in a way so that we facilitate the right intel at the right time.

Which opportunities to look at? - We curate roles that are relevant to your profile and interests.

Why should I apply? - We demystify the role and the company and help to make the connection.

How can I enhance my chances? - We share intel on the function/team set up and hiring process. We help strategize your candidacy for each round.

What shall I do with this offer? - We review various decision factors including the role's progression, learning opportunities, stability and compensation.

4. Employers

Intelligent sourcing of top finance & tech talents

- We work with hedge funds, systematic trading firms and FinTech companies experiencing hyper growth in Asia. As their reliable recruitment partner, we have created a deep talent bench powered by proprietary matching algorithms and a seamless hiring process.

Why LIBBLER

Global talent pool

- Top quality pool with a common ambition to build a successful career in Asia
- Quants, Developers, Traders, Data Scientists and Infra Engineers
- Generalists with expertise in Finance and FinTech domain

Robust screening for successful recruitment and retention

We start every project with a thorough understanding of the company and the role. The objective is to make connections that are not simply based on skills, but also on overall organizational fitness.

Communication

- Verbal skills, Language proficiency

Expertise

- Domain coverage, Technical skills

Motivations

- Push & pull factors, Situational drivers

5. About us

We are a modern recruitment company, powered by intelligent data, workflow, and relentless people.

2012: Building top talent pool

- Established initially as a career development company. We worked with top schools, investment banks, management consulting, Big4 in sourcing and developing talents.

2014: Hedge fund recruitment

- Launched hedge fund recruitment in Hong Kong. We worked directly with key decision makers to hire across all roles. While hedge funds became our primary clients, we continued to also work with family offices and private equity funds.

2015: Expanded to Singapore

- As we expanded to work on Singapore based roles, we also started deepening our quant and technology talent pool to meet increasing demand from employers.

2016: Recruiting for principal trading firms

- Commenced working with systematic trading firms in hiring for quants, developers & data scientists.

2018: Recruiting for digital asset trading firms

- Commenced working with digital asset trading firms. Since then, we have successfully matched talents from traditional institutions into newly created roles in fast growing fintech companies.

Present and where we are headed

- Preferred recruitment partner by global hedge funds and principal trading firms in Asia for investment and technology related hires. Building onto our early success with FinTech companies, we are expanding our offering for FinTech employers in scale-up phase.