

Khalid Chao

Public profile snapshot

<https://www.linkedin.com/in/khalid-chao-115b59221>

Retrieved 2026-09-14T19:42:27.857Z · 8 public posts · Profile: Bright Data · Posts: Bright Data

Profile presentation grade

100/100 · Grade A+ · 45% coverage · Partial grade. Rubric profile-2026.09.1.

A transparent presentation checklist, not a LinkedIn ranking, talent assessment or prediction of reach.

Grade thresholds: A+ 90, A 80, B 65, C 50, D 35, F below 35.

Score = earned points ÷ assessed points × 100. Coverage is assessed weight out of 100. Unavailable and masked data are excluded. Scores with different coverage are not directly comparable.

Truncated text earns only checks already demonstrated in the visible excerpt; the unseen remainder is not marked wrong. Text rules measure structure, not factual accuracy, writing quality or every language equally.

Photo and banner grades cover image availability, decoding and shape only. Face framing, lighting, expression, visual style and authenticity require a human review. No appearance, identity or personality judgments are made.

An education entry is evidence of profile context, not verified credentials. School prestige, age, degree level and background do not affect the score.

Profile picture: A+ · 100/100 · 15/15 points assessable

Profile image supplied: 5/5 points

The source supplied an image URL.

Action: Choose a current, recognizable photo. Preview the circular crop at comment size and leave space around your head.

Image decodes and fits its display shape: 10/10 points

Returned image: 200 × 200px. Dimensions and decoding were measured on the returned image, which may be a resized LinkedIn thumbnail. Original resolution, face framing, lighting and professional suitability were not assessed automatically.

Action: Use a square original, check sharpness at full size, and preview the circular crop. A small provider thumbnail does not prove your original upload is low resolution.

Cover & visual identity: A+ · 100/100 · 10/10 points assessable

Cover image supplied: 5/5 points

The source supplied an image URL.

Action: Use a simple cover that says who you help and what you do. Keep important text clear of the profile-photo overlay.

Image decodes and fits its display shape: 5/5 points

Returned image: 750 × 188px. Dimensions and decoding were measured on the returned image, which may be a resized LinkedIn thumbnail. Original resolution, face framing, lighting and professional suitability were not assessed automatically.

Action: Preview your cover on desktop and mobile. Start with a 1584 × 396 canvas and keep the message readable without tiny text.

Name & identity: A+ · 100/100 · 10/10 points assessable

Readable display name: 5/5 points

Source text: "Khalid Chao"

Action: Use the name people know you by, consistently across your profile and other professional channels. Single names and all writing systems are supported.

Name field stays focused on identity: 5/5 points

Source text: "Khalid Chao"

Action: Move URLs, contact details and sales calls to action into About or Contact info. Keep your actual name unchanged.

Headline & positioning: Not assessed · —/100 · 0/15 points assessable

Headline supplied: Unknown

Not returned in readable form by the source.

Action: State your role or specialty in the headline, using terms your intended reader understands.

Enough context to explain your work: Unknown

Not returned in readable form by the source.

Action: Use this structure: [role or specialty] · Helping [audience] achieve [outcome]. Replace every bracket with a truthful detail.

Headline is concise enough to scan: Unknown

Not returned in readable form by the source.

Action: Keep the headline focused on one main promise. Move your longer story into About.

About & descriptions: A+ · 100/100 · 5/20 points assessable

Readable introduction: 5/5 points

Truncated source excerpt: "Experienced technology professional with a passion for innovation and entrepreneurship..."

Action: Lead with who you help, the problem you solve and the work you do today.

An introduction with supporting detail: Unknown

Truncated source excerpt: "Experienced technology professional with a passion for innovation and entrepreneurship..."

Action: Add a specific example of your work, your approach, and the kinds of opportunities you welcome. Length is a structure check, not a quality guarantee.

Easy-to-scan paragraph structure: Unknown

Truncated source excerpt: "Experienced technology professional with a passion for innovation and entrepreneurship..."

Action: Break About into short paragraphs: current focus, relevant proof, then how to connect.

A clear next step: Unknown

Truncated source excerpt: "Experienced technology professional with a passion for innovation and entrepreneurship..."

Action: End with one relevant next step, such as who should message you and what to include. This automated check recognizes English phrases and links; review other languages manually.

Experience & proof: Not assessed · —/100 · 0/15 points assessable

Professional experience identified: Unknown

No readable entries were returned. We cannot conclude this section is empty.

Action: List relevant roles with an accurate title and organization. Connect them to the work you want to do next.

Experience includes useful descriptions: Unknown

Not returned in readable form by the source.

Action: For each relevant role, explain your responsibility, a concrete contribution, and an outcome you can substantiate. Do not invent numbers. Masked source descriptions need manual review.

Education & learning: Not assessed · —/100 · 0/10 points assessable

Education or learning entry identified: Unknown

No readable entries were returned. We cannot conclude this section is empty.

Action: Add relevant education or structured learning you want to share. Name the institution or course accurately; formal degrees are not required for a strong professional story.

Learning context is described: Unknown

Not returned in readable form by the source.

Action: Describe your subject, course or qualification and one relevant project or skill. Use the full qualification name where helpful. We assess clarity, never institution prestige or degree level.

Location & context: A+ · 100/100 · 5/5 points assessable

Readable location: 5/5 points

Source text: "Dubai"

Action: Use an accurate city or region if you want it visible. Do not add a home address. Omitted provider data is not penalized.

Executive summary

Khalid Chao's audit covers 8 public posts, including 8 with both reaction and comment counts. The measured median is 78 interactions. AI & building products is the most represented detected theme (5/8; themes can overlap). Start with a concrete follow-up to an existing subject, then test the opening and reply invitation across a consistent four-week sample.

Measured performance

Followers: 9,694. Posts: 8. Fully measured: 8.

Engagement by current followers: 1.03%. Average reactions: 91.6. Median reactions: 71.

Average comments: 7.9. Comments per 100 reactions: 8.6.

Observed cadence: 7.6 posts/week. Sample window: 6.4 days.

Strengths, watch points and context

STRENGTH: A usable personal baseline

8 of 8 posts have both public counts. Their median is 78 interactions. Compare future experiments with your own sample rather than an unrelated peer score.

Evidence: post 1, post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

STRENGTH: A concrete post to learn from

"[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers." has 301 visible interactions. That is 3.9× the sample median. Its topic and opening are candidates for a follow-up experiment; this does not identify why it performed.

Evidence: post 4. Full text and links are in Source posts.

CONTEXT: Conversation is observable; quality is not

0 of 8 posts contain a question. Measured posts generated 8.6 comments per 100 reactions. Counts can include the author's replies and do not measure lead quality or sentiment.

CONTEXT: Understand the gaps in this sample

The median gap between sampled dates is 0.2 days; the longest is 3.8 days (7 intervals). Missing posts can exaggerate gaps, so this is not a complete publishing calendar.

Evidence: post 8, post 7, post 6, post 5, post 4, post 3, post 2, post 1. Full text and links are in Source posts.

Performance and publishing rhythm

Median visible interactions: 69 for the earliest 4 measured posts and 94 for the latest 4. This compares selected posts of different ages, not account growth.

Typical measured interactions: 78. Highest: 301.

Median gap 0.2 days; longest 3.8 days across 7 intervals.

2026-09-04T07:45:08.810Z: 34 reactions + 4 comments = 38 interactions.

2026-09-04T11:00:14.872Z: 109 reactions + 12 comments = 121 interactions.

2026-09-08T05:16:27.460Z: 92 reactions + 8 comments = 100 interactions.

2026-09-08T21:06:05.764Z: 24 reactions + 3 comments = 27 interactions.

2026-09-10T07:30:27.803Z: 286 reactions + 15 comments = 301 interactions.

2026-09-10T11:00:22.778Z: 120 reactions + 12 comments = 132 interactions.

2026-09-10T15:45:21.055Z: 50 reactions + 6 comments = 56 interactions.

2026-09-10T18:14:11.349Z: 18 reactions + 3 comments = 21 interactions.

UTC publishing days — descriptive, not recommended times:

Tue UTC: 2 posts / 2 measured; median 63.5, average 63.5 interactions.

Evidence: post 6, post 5. Full text and links are in Source posts.

Thu UTC: 4 posts / 4 measured; median 94, average 127.5 interactions.

Evidence: post 4, post 3, post 2, post 1. Full text and links are in Source posts.

Fri UTC: 2 posts / 2 measured; median 79.5, average 79.5 interactions.

Evidence: post 8, post 7. Full text and links are in Source posts.

Older posts have had more time to accumulate interactions. Different publication-day groups have different sample sizes and topics.

Content pillars and format performance

Overlapping English keyword themes, not semantic certainty:

AI & building products: 5 posts / 5 measured; median 56, average 74.8 interactions.

Evidence: post 2, post 3, post 5, post 7, post 8. Full text and links are in Source posts.

Business & entrepreneurship: 3 posts / 3 measured; median 27, average 56.3 interactions.

Evidence: post 1, post 5, post 7. Full text and links are in Source posts.

Careers & leadership: 3 posts / 3 measured; median 121, average 153.3 interactions.

Evidence: post 4, post 7, post 8. Full text and links are in Source posts.

Other / not classified by these rules: 1 posts / 1 measured; median 100, average 100 interactions.

Evidence: post 6. Full text and links are in Source posts.

Source-reported formats; unknown is not text-only:

image: 7 posts / 7 measured; median 100, average 109.9 interactions.

Evidence: post 1, post 2, post 3, post 4, post 6, post 7, post 8. Full text and links are in Source posts.

video: 1 posts / 1 measured; median 27, average 27 interactions.

Evidence: post 5. Full text and links are in Source posts.

Small or unequal groups cannot establish a winning format.

Hooks and writing structure

[U+1F680] Shop Campaigns just went global: one campaign, 35+ new markets.

Hook: Number-led; 207 words; 12 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #shopcampaigns, #ecommerce, #digitalmarketing, #customeracquisition, #shopifymerchants, #commerce, #dtc. Mentions: None detected.

[U+1F680] Shopify is going back to native mobile development.

Hook: Statement; 253 words; 18 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #shopifyengineering, #mobiledevelopment, #softwareengineering, #developertools, #swift, #kotlin, #aiengineering. Mentions: None detected.

[U+1F680] Shopify just made dev stores scriptable from the CLI

Hook: Statement; 200 words; 12 paragraphs; final CTA detected; question not detected.

Hashtags: #shopify, #shopifydev, #shopifydevelopers, #shopifycli, #ecommercedevelopment, #developertools, #automation, #appdevelopment. Mentions: None detected.

[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.

Hook: Statement; 198 words; 12 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #tailwindcss, #webdevelopment, #developers, #opensource, #ecommerce, #commerceinfrastructure. Mentions: None detected.

[U+1F680] Shopify merchants are already live inside Meta's new Muse AI agent.

Hook: Statement; 212 words; 14 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #meta, #agenticcommerce, #ecommerce, #shopifydevelopers, #commerce. Mentions: None detected.

[U+1F680] Shopify Payments in the UAE is now available on Advanced [U+1F1E6][U+1F1EA]

Hook: Statement; 169 words; 10 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #shopifypayments, #uae, #ecommerce, #payments, #digitalcommerce, #shopifypartners. Mentions: None detected.

[U+1F680] Shopify POS can now pick up where online checkout stopped.

Hook: Statement; 187 words; 11 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #shopifypos, #retail, #unifiedcommerce, #omnichannel, #retailtech. Mentions: None detected.

[U+1F680] Shopify cut a security backlog by ~70% in 11 days with an AI agent.

Hook: Number-led; 236 words; 14 paragraphs; final CTA not detected; question not detected.

Hashtags: #shopify, #shopifyengineering, #cybersecurity, #softwareengineering, #developertools, #aiagents, #devsecops. Mentions: None detected.

Hook uses the first nonempty line. Paragraphs use blank-line breaks. Final CTA uses the last content line, ignoring tag-only lines, with question or action-phrase detection. Text rules can miss meaning and linked mentions.

Hashtag patterns

#shopify: 8 posts / 8 measured; median 78, average 99.5 interactions.

Evidence: post 1, post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

#ecommerce: 4 posts / 4 measured; median 63.5, average 112.3 interactions.

Evidence: post 1, post 4, post 5, post 6. Full text and links are in Source posts.

#developertools: 3 posts / 3 measured; median 56, average 75.3 interactions.

Evidence: post 2, post 3, post 8. Full text and links are in Source posts.

#commerce: 2 posts / 2 measured; median 24, average 24 interactions.

Evidence: post 1, post 5. Full text and links are in Source posts.

#shopifydevelopers: 2 posts / 2 measured; median 79.5, average 79.5 interactions.

Evidence: post 3, post 5. Full text and links are in Source posts.

#shopifyengineering: 2 posts / 2 measured; median 47, average 47 interactions.

Evidence: post 2, post 8. Full text and links are in Source posts.

#softwareengineering: 2 posts / 2 measured; median 47, average 47 interactions.

Evidence: post 2, post 8. Full text and links are in Source posts.

#agenticcommerce: 1 posts / 1 measured; median 27, average 27 interactions.

Evidence: post 5. Full text and links are in Source posts.

#aiagents: 1 posts / 1 measured; median 38, average 38 interactions.

Evidence: post 8. Full text and links are in Source posts.

#aiengineering: 1 posts / 1 measured; median 56, average 56 interactions.

Evidence: post 2. Full text and links are in Source posts.

#appdevelopment: 1 posts / 1 measured; median 132, average 132 interactions.

Evidence: post 3. Full text and links are in Source posts.

#automation: 1 posts / 1 measured; median 132, average 132 interactions.

Evidence: post 3. Full text and links are in Source posts.

#commerceinfrastructure: 1 posts / 1 measured; median 301, average 301 interactions.

Evidence: post 4. Full text and links are in Source posts.

#customeracquisition: 1 posts / 1 measured; median 21, average 21 interactions.

Evidence: post 1. Full text and links are in Source posts.

#cybersecurity: 1 posts / 1 measured; median 38, average 38 interactions.

Evidence: post 8. Full text and links are in Source posts.

#developers: 1 posts / 1 measured; median 301, average 301 interactions.

Evidence: post 4. Full text and links are in Source posts.

#devsecops: 1 posts / 1 measured; median 38, average 38 interactions.

Evidence: post 8. Full text and links are in Source posts.

#digitalcommerce: 1 posts / 1 measured; median 100, average 100 interactions.

Evidence: post 6. Full text and links are in Source posts.

#digitalmarketing: 1 posts / 1 measured; median 21, average 21 interactions.

Evidence: post 1. Full text and links are in Source posts.

#dtc: 1 posts / 1 measured; median 21, average 21 interactions.

Evidence: post 1. Full text and links are in Source posts.

Up to 20 most-used tags. Each post is counted once per tag. Tags travel with topics and formats; their isolated effect cannot be measured.

Prioritized action plan

1. Develop a specific follow-up

Observation: The sample includes “[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.”. Its visible interaction total is 301.

Action: Build a follow-up to “[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.”. Add a concrete example, a decision you made and one lesson. Keep the format similar so topic development is the main experiment.

Potential impact: Test repeatable interest in an existing subject. Effort: Medium.

Metric to watch: Reactions and comments after the same seven-day window; compare with the baseline median

Evidence: post 4. Full text and links are in Source posts.

2. Test a sharper opening

Observation: Median text length is 204 words with 12 paragraphs. 6 of 8 openings are classified as statements.

Action: For the next post related to “[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.”, open with a specific problem and a concrete outcome you can substantiate. Move context into the second paragraph. Avoid invented results or curiosity gaps that the post does not resolve.

Potential impact: Improve clarity; any engagement effect remains to be tested. Effort: Low.

Metric to watch: Median interactions across at least three comparable posts per opening approach

Evidence: post 1, post 2, post 3. Full text and links are in Source posts.

3. Make the reply invitation concrete

Observation: 1 of 8 final content lines contain a detected question or action phrase; 0 posts contain a question anywhere. These are text rules, not semantic judgments.

Action: End one upcoming post with a focused trade-off question connected to ai & building products. Ask readers to share a decision and why. Read replies before deciding whether the discussion was useful.

Potential impact: Test whether a clearer invitation supports useful discussion. Effort: Low.

Metric to watch: Public comments per post and manual review of reply relevance

Evidence: post 3. Full text and links are in Source posts.

4. Choose a sustainable publishing experiment

Observation: 8 dated posts span 6.4 days. Observed cadence is 7.6 posts per week.

Action: Choose two slots per week for the four-week experiment below, or reduce the schedule if your capacity is lower. Keep the slots consistent and log every published post. Two slots are a planning choice, not a LinkedIn benchmark.

Potential impact: Create comparable records and a manageable learning loop. Effort: Medium.

Metric to watch: Planned versus published posts, time spent, and median interactions at seven days

Evidence: post 8, post 7, post 6, post 5, post 4, post 3, post 2, post 1. Full text and links are in Source posts.

5. Use tags and mentions with a purpose

Observation: 8 of 8 posts contain hashtags and 0 contain visible @mentions. #shopify appears in 8 posts. LinkedIn may return linked mentions as plain text, so detection can undercount.

Action: Use relevant topic labels only when they clarify the subject. Mention people only when they contributed or are directly relevant. Test a consistent tagging approach on comparable posts; do not attribute performance changes to tags alone.

Potential impact: Keep context and attribution useful. Effort: Low.

Metric to watch: Median interactions for tagged/untagged samples, with sample sizes and topic differences

Evidence: post 1, post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

6. Test presentation without changing the subject

Observation: image: 7 posts (7 measured); video: 1 posts (1 measured).

Action: Turn one idea related to “[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.” into a concise checklist or document post. Keep a similar topic and ask the same type of question. Label this a new format experiment, not a proven winning format.

Potential impact: Learn whether a different presentation helps explain the same idea. Effort: Medium.

Metric to watch: Public interactions at the same post age; at least three posts in each format before comparison

Evidence: post 1, post 2, post 3, post 4, post 5, post 6, post 7, post 8. Full text and links are in Source posts.

Basic content ideas

1. The next chapter

Follow up on “[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.”: what changed since publishing, what stayed difficult, and the next step. Only include outcomes you can verify.

Evidence: post 4. Full text and links are in Source posts.

2. Show the process

Break the work behind “[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.” into three decisions. Add an example or screenshot you have permission to share.

Evidence: post 4. Full text and links are in Source posts.

3. A useful trade-off

Describe two approaches to ai & building products, explain your constraint, and ask which constraint readers face.

Evidence: post 2, post 3, post 5, post 7, post 8. Full text and links are in Source posts.

Basic writing outline

Open with one specific point. Show your reasoning with a supported example. End with a focused question.

Peer comparison, private AI strategy, extensive schedules and downloadable writing skills are coming with Profilyst Pro. They are not included in this public report.

Source posts

POST 1

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-shopcampaigns-ecommerce-activity-7503878506909724672-kgE1

Published: 2026-09-10T18:14:11.349Z. Reactions: 18. Comments: 3. Format: image.

[U+1F680] Shop Campaigns just went global: one campaign, 35+ new markets.

This is a meaningful shift in how Shopify merchants can approach customer acquisition internationally.

Shop Campaigns is expanding to 35+ new markets, while keeping the model simple: merchants pay when a customer buys, not for clicks or impressions.

The bigger story is the distribution layer behind it.

A merchant can run one campaign and have products promoted across 10+ channels, including Shop, Google, Meta, ChatGPT, Pinterest and more, without managing separate ad accounts or dashboards. Merchants can also set their target acquisition cost and pricing for different customer segments.

Why this matters:

[U+2192] One campaign can reach customers across multiple channels

[U+2192] Expansion becomes easier across international markets

[U+2192] Acquisition costs can be controlled upfront

[U+2192] Payment is tied to actual conversions, not traffic

[U+2192] Customer relationships and data remain with the merchant

Shop Campaigns has already contributed to 10M+ merchant sales, with campaigns taking under two minutes to create on average.

For merchants looking to grow beyond their home market, this removes a lot of the operational complexity usually attached to scaling paid acquisition.

One campaign. More markets. More distribution. Pay when you make the sale.

Explore Shop Campaigns^[obj]: <https://lnkd.in/dtwy-CnP>

#Shopify #ShopCampaigns #Ecommerce #DigitalMarketing #CustomerAcquisition #ShopifyMerchants #Commerce #DTC

POST 2

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-shopifyengineering-mobiledevelopment-activity-7503841050533371904-2Xn1

Published: 2026-09-10T15:45:21.055Z. Reactions: 50. Comments: 6. Format: image.

[U+1F680] Shopify is going back to native mobile development.

In 2020, Shopify went all-in on React Native.

The logic was strong: build features once, share more code, and avoid maintaining the same experience twice across iOS and Android.

Six years later, one of those assumptions has changed.

Coding agents have dramatically reduced the cost of building and maintaining features separately in Swift and Kotlin.

That changes the tradeoff.

Shopify can now get closer to the native capabilities and first-party tooling of each platform, while agents help with implementation, translation between platforms, testing, review, and keeping features in sync.

And this isn't theoretical.

The Shop app was rebuilt natively in just 12 weeks, from proof of concept to an app published in the stores. The Shopify app, with 300+ screens, is now undergoing the same migration.

There's another interesting piece: Helix.

Instead of asking an agent to rewrite an entire app, Shopify built a system where agents work through small checkpoints, prove behavior with tests, pass visual and adversarial code reviews, and get human approval before moving forward.

The takeaway for developers is bigger than the framework choice:

AI isn't only making developers faster. It's starting to change which software architectures make economic sense.

React Native was the right decision for Shopify in 2020.

Native is the right decision now.

That willingness to revisit a successful technical decision when the underlying constraints change is the part I find most interesting.

Full engineering breakdown:

<https://lnkd.in/gwZn7cPj>

#Shopify #ShopifyEngineering #MobileDevelopment #SoftwareEngineering #DeveloperTools #Swift #Kotlin #AIEngineering

POST 3

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-shopifydev-shopifydevelopers-activity-7503769335321157633-4MGc

Published: 2026-09-10T11:00:22.778Z. Reactions: 120. Comments: 12. Format: image.

[U+1F680] Shopify just made dev stores scriptable from the CLI

This one is bigger than it looks for Shopify developers.

With Shopify CLI 4.8, developers can now create and manage dev stores directly from the terminal or a coding agent.

The new shopify store commands include:

[U+2192] shopify store create dev to spin up a dev store

[U+2192] shopify store list to see stores across an organization

[U+2192] shopify store info to retrieve store details

[U+2192] shopify store delete to clean up environments

But the real unlock isn't the commands themselves.

Combined with Admin API and bulk operations in Shopify CLI, development teams can now script the lifecycle of their testing environments, from creating a store to populating it with data, testing against it, resetting it, and eventually removing it.

And because these commands can also be used by coding agents, this opens the door to much more automated development and testing workflows.

One important detail: Shopify is introducing a 250 dev store limit per Dev Dashboard organization, excluding client transfer and collaborator stores.

Small CLI update. Big improvement to how Shopify development environments can be automated.

[U+1F449] Read the Shopify developer changelog📖: <https://lnkd.in/dsMqJEfE>

#Shopify #ShopifyDev #ShopifyDevelopers #ShopifyCLI #EcommerceDevelopment #DeveloperTools #Automation #AppDevelopment

POST 4

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-tailwindcss-webdevelopment-activity-7503716508225916928-el5N

Published: 2026-09-10T07:30:27.803Z. Reactions: 286. Comments: 15. Format: image.

[U+1F680] Tailwind CSS is joining Shopify. This is a big one for developers.

Shopify was one of the earliest companies to bet on Tailwind at scale. Now, the team behind one of the most widely used tools in modern web development is officially joining Shopify.

Tailwind has grown from a developer project started in 2017 to 110M+ installs per week.

But the interesting part is what happens next.

Tailwind becomes part of an environment where UI infrastructure is tested against real commerce problems at enormous scale: storefronts, admin experiences, checkout, Shop, and the interfaces developers build around them.

For developers, there is another important detail: Tailwind CSS remains open source and MIT-licensed. Adam Wathan and the existing team will continue leading and maintaining the projects, now with Shopify's support.

This feels less like Shopify acquiring another tool and more like Shopify investing deeper into the infrastructure developers use to build the web.

And when a framework used 110M+ times every week gets a permanent home inside a company building commerce infrastructure at scale, that's worth paying attention to.

Welcome to Shopify, Adam and team. [U+1F49A]

Read Adam Wathan's announcement

<https://lnkd.in/dFXqDpv3>

#Shopify #TailwindCSS #WebDevelopment #Developers #OpenSource #Ecommerce
#CommerceInfrastructure

POST 5

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-meta-agenticcommerce-activity-7503196993104809984-j7CQ

Published: 2026-09-08T21:06:05.764Z. Reactions: 24. Comments: 3. Format: video.

[U+1F680] Shopify merchants are already live inside Meta's new Muse AI agent.

Meta just launched Muse, and Shopify merchants have a new place to be discovered and purchased from.

The important part for merchants is how little changes operationally.

For eligible Shopify stores selling to US customers:

[U+2192] Products can be discovered through Shopify Catalog

[U+2192] Shoppers can move from a conversation to a purchase without leaving the Meta experience

[U+2192] Shopify powers the direct checkout experience

[U+2192] Orders flow back into Shopify Admin like any other sales channel

[U+2192] Merchants remain responsible for fulfillment, returns, and customer service

And Shopify Functions for shipping, discounts, and cart and checkout validation are supported in Meta's direct checkout.

That last point matters.

We're moving from building a separate storefront for every new surface to making the commerce infrastructure portable.

A new shopping interface can launch, and eligible Shopify merchants can already have the catalog, checkout, orders, and commerce logic needed to transact there.

That's a much bigger shift than simply adding another sales channel.

For merchants, the opportunity is straightforward: keep your product data and policies accurate because increasingly, the customer may discover your product somewhere other than your storefront.

Shopify is becoming the commerce layer behind wherever that discovery happens.

<https://muse.ai>

#Shopify #Meta #AgenticCommerce #Ecommerce #ShopifyDevelopers #Commerce

POST 6

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-shopifypayments-uae-activity-7502958008637755392-JPbY

Published: 2026-09-08T05:16:27.460Z. Reactions: 92. Comments: 8. Format: image.

[U+1F680] Shopify Payments in the UAE is now available on Advanced [U+1F1E6][U+1F1EA]

This is a meaningful unlock for more merchants building on Shopify in the UAE.

Shopify Payments has expanded beyond Shopify Plus and is now generally available to eligible merchants on the Advanced plan.

Why this matters:

[U+2192] More UAE merchants can accept payments directly through Shopify without relying on a third-party gateway.

[U+2192] Payments and order management stay connected inside Shopify Admin.

[U+2192] Merchants get access to supported card payments and accelerated checkout options through Shopify Payments.

[U+2192] And importantly, the barrier to accessing Shopify's native payments infrastructure in the UAE just got significantly lower.

For the UAE ecosystem, this is bigger than a plan update.

Payments are a core part of the commerce stack, and expanding Shopify Payments to Advanced makes the platform more compelling for a much broader segment of growing UAE businesses.

Advanced merchants can set it up directly from Settings [U+2192] Payments, subject to eligibility.

[U+1F4D6] Shopify Payments UAE documentation

<https://lnkd.in/d8pPc5ma>

#Shopify #ShopifyPayments #UAE #Ecommerce #Payments #DigitalCommerce #ShopifyPartners

POST 7

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-shopifypos-retail-activity-7501594975059734528-mB0w

Published: 2026-09-04T11:00:14.872Z. Reactions: 109. Comments: 12. Format: image.

[U+1F680] Shopify POS can now pick up where online checkout stopped.

One of the most useful updates in Shopify POS 11.14 is the ability for authorized retail staff to see an identified customer's abandoned online checkout directly in POS.

That means a customer can start their purchase online, walk into a store, and the retail team can continue the conversation with context on what they were already considering.

But that's not the only improvement:

[U+2192] Abandoned online checkouts in POS to help turn online intent into in-store sales

[U+2192] Multiple barcodes per product variant so different supplier or packaging codes can point to the same product

[U+2192] Automatic gift card redemption when scanned, removing an extra checkout step

[U+2192] Connectivity status directly from POS Home so teams can spot internet, Shopify, or hardware issues faster

Individually, these look like small workflow improvements.

Together, they remove friction from the moments that matter most in physical retail: finding products, understanding customers, completing checkout, and keeping stores running.

This is what unified commerce should feel like for store teams.

Full August Shopify Retail Roundup:

<https://lnkd.in/dp2uYRVe>

#Shopify #ShopifyPOS #Retail #UnifiedCommerce #Omnichannel #RetailTech

POST 8

https://www.linkedin.com/posts/khalid-chao-115b59221_shopify-shopifyengineering-cybersecurity-activity-7501545876226555905-7hKn

Published: 2026-09-04T07:45:08.810Z. Reactions: 34. Comments: 4. Format: image.

[U+1F680] Shopify cut a security backlog by ~70% in 11 days with an AI agent.

This is one of the more practical examples of agentic AI inside Shopify.

River is Shopify's AI agent in Slack, and it's being used to run vulnerability remediation from the initial fix all the way through verification.

The important part: it doesn't stop at generating a patch.

River can:

[U+2192] Check whether a vulnerability still exists against the live repository state

[U+2192] Rebase and repair stale dependency upgrades

[U+2192] Trigger CI against the current code

[U+2192] Bring in engineers when human judgment is required

[U+2192] Follow the work through review and merge

[U+2192] Verify the vulnerability is actually gone from the repository head

And the results are significant.

In the first 11 days, the dependency vulnerability backlog dropped by approximately 70%. Security merges through Shopify's freshness-gated merge queue also increased from roughly 10% to 80%.

What I find most interesting here is the operating model.

The goal isn't to remove engineers from security decisions. It's to remove the repetitive coordination around them, while keeping human ownership for decisions that affect product behavior, risk, approvals, and merges.

That's where agents become genuinely useful inside engineering organizations: not just generating code, but carrying work across systems until there's an evidence-backed outcome.

Great technical breakdown from the Shopify Engineering team:

How River takes security work from a fix to merge: <https://lnkd.in/dDARAdv6>

#Shopify #ShopifyEngineering #CyberSecurity #SoftwareEngineering #DeveloperTools #AIAgents
#DevSecOps

Saved audit comparison

This export represents one saved snapshot. No earlier comparable snapshot was selected.

Methodology and limits

The source returned a shortened About section. Suggestions use only the visible excerpt.

Some profile sections were not returned by the source. They remain unknown, not confirmed missing from LinkedIn.

Selected URLs may omit recent or low-performing posts. This is a sample, not a complete feed.

Reaction and comment totals are snapshots. Older posts had more time to accumulate interactions.

Themes can overlap and use English keyword rules. Hooks, CTAs and mentions are text heuristics and may miss context or other languages.

Timing is UTC publishing history, not audience activity or an optimal posting time.

Recommendations and potential impact are hypotheses. No impressions, revenue, private demographics, peer percentile or causal attribution are available.

Engagement = average visible reactions plus comments / current followers × 100, requiring at least three measured posts. Missing values remain unavailable. Cadence uses the intervals between sampled dates. No uncalibrated score or private metric is inferred.

Independent public-data analysis. Not affiliated with LinkedIn or the profile owner. <https://profilyst.com/>

methodology

Unsupported glyphs are preserved as Unicode code points [U+...]. Full original text is available in the online report.