SHOPLINE, a fully funded, 500 Startups Accelerator company, is looking for a passionate and talented **Product Associate** to join our team in Hong Kong.

What you'll be doing.
- Drive innovation in product development with a team of world-class engineers and designers
- Work closely with the customer success and engineering teams to prioritise and scope projects
- Research to understand our users' needs, and translate them into product requirements.
- Become an expert in your area of the product, understanding the competitive landscape, the evolving market needs, and how those things relate to the company's mission and vision.
- Own the success or failure of your product team's work and initiate design and engineering sprints to improve shipped work.
- Define and analyse metrics that ensure the success of products.

What Are we looking for?
- Live and breathe e-commerce and be excited about the opportunity to drive the development of a platform that used by 100k+ merchants
- University graduate (Fresh graduates will be considered)
- Excellent communication skills and organizational skills
- Self-starter and good team player
- 100% customer-focused attitude
- Familiarity and comfort with social media channels such as Facebook and Instagram
- Good command of spoken and written English and Chinese is a must. (Cantonese required, Mandarin is a huge plus.)
- Curious and interested in technology and new products.
- Good instincts for product development and how the products you use day-to-day could be improved.

Why you should join us?
- We work in a fun, collaborative open space where we encourage creativity and ideas flow freely.
- You'll be able to steer the future roadmap to improve our products, big or small, and see the results of your products reach our customers.
- Get to work with flexible working hours. Our priority is on getting the job done.
- Flat structure environment, you will be able to work independently and make your own choices.
- We provide guidance and mentorship to polish your business skills and entrepreneurship mindset.
- We are one of the standout tech startups in Hong Kong, targeting a huge opportunity in Asia.

- SHOPLINE is a part of the 500 Startups Accelerator and Incubated by Hong Kong Cyberport, giving us a massive network of advisors and resources globally.

Sounds like a good fit?
We would love to talk to you! Please email us at jobs@shoplineapp.com your resume and tell us why you want to work with us and why you think you are a good fit for the role.

About our team:
We are small team with a balanced mix of startup and corporate backgrounds. Our core team consists of award winning veterans in business, development and design.

About the product:
SHOPLINE is a DIY e-commerce platform for creating online shops for merchants in Asia. Our differentiation lies in our simplistic setup process, native language support, regional payment methods and the fact that the entire experience is optimised for mobile. All shops are completely responsive and adapts to all screen sizes so the customer experience is consistent on every device. Our goal is to empower small businesses in Asia with simple-to-use tools that complements the way they do business and allowing them to succeed in e-commerce. The long term vision is to build a complete social e-commerce platform that drives value to both merchants and consumers.

SHOPLINE, a fully funded, 500 Startups Accelerator company, is looking for a passionate and talented **Senior Software Engineer / Software Engineer** to join our team in Hong Kong. You'll be a part of an engineering team that is dedicated to developing a reliable and robust ecommerce platform for merchants in Asia.

What you'll be doing.
- Architecting, developing, and maintaining high quality, scalable applications.
- This includes writing well-crafted, well-tested, readable, maintainable code.
- Devise new, innovative ways of development for both web and mobile platforms.
- This role goes beyond just coding. You will be making an immediate impact on the design, development and overall direction of our products.
- We'll leverage you to explore emerging technologies and techniques to make recommendations on how we could use them to advance goals.

Must haves
- 2-7 years working experience in an engineering role. More experienced engineers will be considered for the Senior Software Engineer position.
- Willingness to take ownership of task and features assigned.
- Able to figure out what should be done and get it done. (this requires thoughtfulness with a bias towards taking action and assuming responsibility)
- Experience with object-oriented programming and MVC Frameworks.
- Experience working with databases.
- Great oral and written communication skills in both of the above languages.

Good to haves
- Experience working for a fast-paced startup
- Knowledge on building or maintaining e-commerce platforms

Technologies you will work with
- HTML5/CSS3/Javascript
- AngularJS
- Ruby on Rails
- MongoDB
- AWS Services

Why you should join us?
- Our team is smart, friendly, self-driven, and passionate about the work we do.
- We work in a collaborative open space where we encourage creativity and ideas flow freely.
- You'll be able to steer the future roadmap to improve our products, big or small, and see the results of your products reach our customers.
- Get to work with flexible working hours. Our priority is on getting the job done.
- Flat structure environment, you will be able to work independently and make your own

choices.
- We provide guidance and mentorship to polish your technical skills as well as your entrepreneurship mindset.
- Ability to deploy and launch your work daily. No need to wait for lengthy management approval.
- We are one of the standout tech startups in Hong Kong, targeting a huge opportunity in Asia.
- SHOPLINE is a part of the 500 Startups Accelerator and Incubated by Hong Kong Cyberport, giving us a massive network of advisors and resources globally.

How to apply
Please send us your CV and a link to your portfolio that can showcase your previous work experience or projects: jobs@shoplineapp.com