

Ben Hays

Creative Technologist / Experience Engineer

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WORK EXPERIENCE

Kajabi

Remote | Irvine, CA

Lead Front-End Engineer

2020-2024

Senior Front-End Engineer

2014-2020

Front-End Engineer

2013-2014

- Helped scale Kajabi from startup to \$9.5B in creator revenue and over 100,000 businesses as one of the founding developers
- Led front-end development on a vendor marketplace with animated onboarding, AI-assisted briefs, and test-driven architecture
- Built the core theme system used to create over 5 million landing pages, websites, and emails for creators across industries
- Delivered brand-specific experiences for 10+ top-tier creators, frequently stepping in for high-priority and time-sensitive launches
- Shipped 10+ versions of Kajabi's marketing site, improving page speed, responsiveness, and conversion rates with each release
- Created Kajabi's first design system ("Benstrap"), adopted by product teams and used across all customer-facing UIs
- Partnered with brand and marketing to develop interactive campaign assets, affiliate tools, and internal creative templates
- Interviewed 8+ candidates, hiring based on code quality, creativity, and team fit
- Kept UIs fast and consistent across three full redesigns, adapting to shifting creative and product goals
- Mentored five teammates into full-time dev roles, including career-changers, through code reviews and ongoing support

Hooky Interactive

Santa Monica, CA

Front-End Engineer

2008-2013

- Delivered 20+ animated microsites and games for Disney, Kia, and The Simpsons, reaching millions of users
- Created the South Park Avatar Creator for iOS and web, along with the promo site for the Stick of Truth RPG release
- Engineered 20+ interactive features and mini-games for FOX shows like Glee, 24, and Human Target to support on-air campaigns
- Built a fully interactive 3D website for U2's 360° Tour, blending performance, 3D animation, and real-time exploration
- Shipped 50+ ultra-light animated banners with ActionScript and JavaScript for clients like DreamWorks, Lexus, and Honda
- Optimized every build to meet strict media performance targets, including 30kb file size limits and full cross-browser support

SKILLS & TOOLS

Languages & Core Skills: React, TypeScript, HTML/CSS, Animations, Responsive Design, UI Architecture

Frameworks & Libraries: Svelte, GSAP, PixiJS, Tailwind CSS, SCSS, Vue.js, Jest, Shopify Liquid

Design & Optimization: Figma, Photoshop, Illustrator

Tooling & Workflow: Vite, Webpack, Storybook, GitHub, Netlify, Postman, Contentful

Back-End Familiarity: Node, Express, Ruby on Rails

Accessibility & Performance: Axe, WAVE, Lighthouse

EDUCATION

The Art Institute of California, San Diego

San Diego, CA

Graphic Design, Illustration

ACCOLADES

Awwwards Honorable Mention

GSAP Site of the Day