

# Ben Hays

## Interactive Front-End Developer

Portfolio: [benhays.dev](http://benhays.dev)

Contact: [ben@benhays.dev](mailto:ben@benhays.dev)

LinkedIn: [benhaysdev](https://www.linkedin.com/in/benhaysdev)

Github: [FuturaExtraBold](https://github.com/FuturaExtraBold)



## About

A seasoned practitioner of the digital arts, I've spent over two decades conjuring responsive websites, immersive interfaces, and interactive experiences that delight and perform. With a sharp eye for detail and a touch of the theatrical, I specialize in elegant animations, refined design, and front-end sorcery powered by React, HTML, CSS, and their modern kin.

## Work

### Kajabi | Senior Software Engineer | 2013 - 2024

- Joined as one of the first 10 employees and wore a lot of hats — contributing across the development, marketing, theming, growth, and UX teams as the company scaled.
- Created 10+ distinct versions of Kajabi's marketing site, evolving with each major product iteration and launch.
- Developed the core templates and theming system powering landing pages, product pages, websites, and email templates — now used in tens of millions of variations across the customer base.
- Created Kajabi's first UI design system framework, and helped scale through multiple generations as the team and platform grew.
- Delivered custom-built sites, products, pages, and emails for Kajabi's highest-profile customers, tailored for conversion and brand alignment.
- Led front-end development for a vendor marketplace app connecting users with trusted pros — complete with messaging, authentication, AI-powered project briefs, onboarding flows, A/B testing, payouts, and more.
- Recognized by Kajabi's Co-Founder and Executive Chairman for "an extremely strong eye for detail," and helping shape the customer experience during a time when creators earned over \$8 billion on the platform.

### Hooky Interactive | Senior Engineer | 2008 - 2013

- Brought major entertainment brands to the web with interactive experiences for Disney (Finding Nemo, The Muppets, Winnie the Pooh), South Park, and Mickey Mouse at [mickeymouse.com](http://mickeymouse.com).
- Built the South Park Avatar Creator app for iOS and web, and launched the promotional site for their first video game, The Stick of Truth.
- Created interactive campaigns and mini-games for FOX series like Glee, Human Target, and 24 — blending animation, sound, and real-time engagement.
- Developed a fully interactive 3D website for U2's 360° Tour, offering fans a unique visual and audio experience online.
- Delivered campaign sites for major brands like Kia (including the Soul Shuffle Slam), DreamWorks Animation, K-Swiss, Honda, Lexus, and Energizer.
- Produced dozens of animated banner ads that stayed on-brand and hit performance targets, across a wide range of clients and formats.
- Focused on pushing browsers to their limits in a pre-React era — using Flash, ActionScript, JavaScript, and a heavy dose of creative problem-solving.

### Studio 318 | Designer | 2007 - 2008

- Created print and digital collateral for clients like Jazzercise and Irvine Company, covering everything from apartment brochures to retail marketing campaigns.
- Designed and laid out catalogs, flyers, and internal materials using InDesign and the full Adobe Creative Suite.
- Delivered clean, on-brand work across multiple industries — balancing creative direction with production-ready precision.
- Honed early visual design chops while juggling fast turnarounds, tight specs, and lots of client feedback.

## Skills

- |              |               |              |              |           |                |
|--------------|---------------|--------------|--------------|-----------|----------------|
| • React      | • Canvas      | • Sass, SCSS | • VSCode     | • Notion  | • Rails        |
| • Typescript | • Photoshop   | • Stylelint  | • DevTools   | • Trello  | • Webpack      |
| • Javascript | • Illustrator | • ESLint     | • CLI        | • Zoom    | • Babel        |
| • Vite       | • Figma       | • Lighthouse | • Github     | • Slack   | • ActionScript |
| • Angular    | • Sketch      | • Litmus     | • Netlify    | • Node    | • Objective-C  |
| • Svelte     | • Bootstrap   | • ImageOptim | • Contentful | • Express | • Swift        |
| • Vue        | • Tailwind    | • Clop       | • Storybook  | • NPM     |                |
| • GSAP       | • HTML        | • Jest       | • Postman    | • Liquid  |                |
| • Pixi JS    | • CSS         | • Axe / WAVE | • Jira       | • Ruby    |                |

## Hobbies

I have several interests, that change over time. Currently, I'm super into golf cart modification, YouTube videos of gold prospecting and opal cutting, movie poster and trading card collecting, and – of course – video games.