

# Ben Hays

## Senior Front-End Engineer

[benhays.dev](https://benhays.dev) | [ben@benhays.dev](mailto:ben@benhays.dev) | [linkedin.com/in/benhaysdev](https://linkedin.com/in/benhaysdev) | Temecula, CA 92596 | 310-741-8541

### About

Senior Front-End Engineer with 20+ years building sites, UIs, and experiences that look rad and perform like champs. Among the first 10 hires at Kajabi, with nearly 12 years spent scaling the platform, owning design systems, templates, and launches that drove serious growth. Tools built supported 100,000+ businesses with creators generating over \$9.5 billion in revenue. Prior experience includes interactive projects for Disney, Pixar, FOX, South Park, Kia, and other notable brands. Writes clean code, sweats pixels, and brings great ideas to life with React, TypeScript, and modern animation tools.

### Skills

**Core:** Javascript, HTML5, CSS3, React, Typescript, Design Systems, Web Animations, Responsive Design, Git, Web Performance, Figma, Jira

**Frameworks & Libraries:** Svelte, Vue, Angular, GSAP, PixiJS, Tailwind, SCSS, Shopify Liquid, Jest

**Design & Optimization:** Figma, Photoshop, Illustrator, Sketch, ImageOptim

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

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

**Accessibility & Performance:** Axe, WAVE, Lighthouse

### Work History

#### Senior Front-End Engineer

Kajabi | Irvine, CA | 2013-2024

- Partnered in scaling Kajabi from startup to an 8-figure SaaS platform that powered over \$9.5B in creator revenue and supported 100K+ businesses, serving as one of the founding developers
- Composed the core templates and theme system for landing pages, websites, and emails, used by millions of end customers and over 1,000 creators who built million-dollar businesses
- Architected and maintained 10+ versions of the marketing site across major product launches, improving conversion and engagement at each iteration
- Conceived Kajabi's first design system ("Benstrap") and aided front-end evolution through design teams and product generations
- Delivered bespoke sites, products, pages, and emails for over 10 of Kajabi's highest-profile customers, frequently tapped for last-minute launches, troubleshooting, and brand-sensitive builds
- Led front-end on a vendor marketplace app with messaging, authentication, AI-powered briefs, onboarding flows, test-driven development, and A/B testing, guiding vendors to complete hundreds of projects in just the first 2 weeks

#### Front-End Engineer

Hooky Interactive | Santa Monica, CA | 2008-2013

- Built 10+ interactive sites and games for Disney, Kia, and The Simpsons, delivering high-profile digital experiences that reached millions of users
- Created the South Park Avatar Creator for iOS and web, plus the promo site for the studio's first role-playing video game, The Stick of Truth
- Developed 20+ mini-games and rich interactive features for FOX properties like The Simpsons, Glee, 24, and Human Target, driving engagement for on-air campaigns
- Engineered a fully interactive 3D website for U2's 360° Tour
- Produced 50+ animated banners with ActionScript and Javascript for brands including DreamWorks Animation, K-Swiss, Honda, Lexus, and Energizer, meeting 30kb size limits while maintaining cross-browser performance

#### Designer

Studio 318 | San Diego, CA | 2007-2008

- Designed and optimized hundreds of digital and print assets for brands like Jazzercise and Irvine Company, applying layout, typographic hierarchy, and brand consistency across marketing campaigns
- Produced pixel-perfect assets in InDesign, Photoshop, and Illustrator, delivering dozens of digital layouts to printing vendors
- Took silver in the company ping-pong competition. Out of three competitors. Still counts

### Education

#### The Art Institute of California

San Diego, CA

- Studied Graphic Design and Illustration. Left early to jump into the real world and begin designing for actual clients, learning more on the job than in the classroom