

Ben Hays

Senior Front-End Engineer

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WORK EXPERIENCE

Kajabi

Irvine, CA

Lead Front-End Engineer

2020-2024

Senior Front-End Engineer

2014-2020

Front-End Engineer

2013-2014

- 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
- 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
- Recognized for contributions to scaling Kajabi UX and marketing initiatives. Promoted to Senior Front-End Engineer in 11 months
- 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
- 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
- Architected and maintained 10+ versions of the marketing site across 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
- Guided behavioral and technical interviews for 8+ engineering applicants, assessing code quality and cultural fit
- Collaborated with marketing to enhance customer-facing initiatives, including the affiliate program and outreach campaigns, by customizing internal tools and templates
- Owned front-end development across 3 major iterations of the Kajabi product, adapting to evolving feature visions from the founders while ensuring UI consistency and performance
- Mentored 5 teammates, including individuals from non-engineering backgrounds, into full-time developer positions, offering code reviews, pair programming, and ongoing technical guidance

Hooky Interactive

Santa Monica, CA

Front-End Engineer

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

SKILLS

Core: JavaScript, Typescript, React, HTML, CSS, Design Systems, Web Animations, Responsive Design, Git, Web Performance, CMS

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

EDUCATION

The Art Institute of California, San Diego

San Diego, CA

Graphic Design, Illustration