Ben Hays

Creative Technologist & Sr Front-End Engineer

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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.

- 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
- Typescript
- Javascript
- Vite
- Angular
- Svelte
- Vue
- GSAP
- Pixi JS

- Canvas
- Photoshop
- Illustrator
- Figma
- Sketch
- Bootstrap
- Tailwind
- HTML
- CSS

- Sass, SCSS
- Stylelint
- ESLint
- Lighthouse
- Litmus
- ImageOptim
- Clop
- Jest
- Axe / WAVE

- VSCode
- DevTools
- CLI
- Github
- Netlify
- Contentful
- Storybook
- Postman
- Jira

- Notion
- Trello
- Zoom
- Slack
- Node
- Express
- NPM
- Liquid
- Ruby

- Rails
- Webpack
- Babel
- ActionScript
- Objective-C
- Swift

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.