

Wonmin “Imin” Lee

Game Designer & Web Developer

🌐 Iminlee.com

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Proven track record in crowdfunding. Skilled in leading teams, strategic marketing, and community engagement. Passionate about empowering creators and advancing innovative projects.

Experiences

Pegasus Games Founder & Game Designer | May 2018 – Present

Designed and crowdfunded two board games with \$25,000+ raised via Kickstarter.

- Raised over \$25,000 from 400+ backers across two separate Kickstarter campaigns.
- Awarded the official “Project we love” badge from Kickstarter.
- Managed a team of illustrators, manufacturers, and designers to create the final games.
- Delivered talks about my experiences and lessons learned with Kickstarter at conventions.
- Participated in the Tabletop Mentorship program both as a mentor and a mentee.
- Maintain a blog of easily digestible marketing tips for creators.
- Supported several Kickstarter campaigns totaling \$750k+ (Race to the Raft, Nut Hunt, Flock Together).
- Utilized creative “out-of-the-box” tactics to generate hype (with a \$0 marketing budget).
- Member / contributor to creator groups such as IGDN, BMG, Crowdfunding Nerds, BGD, etc.
- Built the landing page, integrated payments system, and a fully responsive browser demo.
- Designed every aspect of the games using Figma / Adobe Illustrator / InDesign / Photoshop.

Vendelux Software Engineer | Feb 2023 – Present

Front-end engineer for a SaaS startup—AI-powered insights on 200,000+ B2B events.

- Developed a critical feature that enabled the strategic pivot to a new business model.
- Lead daily scrum standups to align the team on project goals and timelines.
- Resolved issues raised from cross-team initiatives across data, customer success, and marketing.
- Acknowledged as an expert in front-end problem solving, routinely assisting team members.
- Mentored new developers, guiding them to ensure consistent code quality and integration.

DomaHub Domains Co-Founder | Jul 2016 – May 2019

Developed an online platform to facilitate the rental/sales of domain names. Acquired in 2019 by Efty.

- Developed strategic relationships and led outreach efforts within the domain name community.
- Instituted real-time customer feedback mechanisms to refine product features and user interface.
- Created educational materials to empower users on how to maximize the platform benefits.
- Engineered an innovative method to rent domain names on-demand for as short as an hour.
- Implemented analytical and data tools directly into the platform to allow for analysis of traffic.

Tabletop Games

Love, Career & Magic @lovecareermagic.com | Aug 2021 – Mar 2024

A collaborative story-telling party game where fantasy meets reality TV. Funded on Kickstarter.

Welcome to Sysifus Corp @sysifuscorp.com | May 2018 – Mar 2021

A board game about being the first to be promoted at a cut-throat corporation. Funded on Kickstarter.

Education

Brown University Bachelor of Arts – Economics Sep 2010 – May 2013

Stuyvesant High School Sep 2005 – Jun 2009

Interests

Cats, houseplants, video editing, biking, cooking, hiking, camping, board & video games, swimming

Languages

English, Korean, and Japanese

