

profile

roles data scientist | UX/UI/CI designer | founder/CEO | artist & calligrapher
nationality dual national: United States (US), Republic of Korea (KR)
languages English (native), Korean (advanced)
address Republic of Korea, Incheon-si
profile multidisciplinary technology leader with 20+ years across data science, UX design, software development, AI-driven EdTech, creative direction, and executive leadership. Combines analytic rigor with design intuition to build products, systems, and learning architectures that integrate AI, user experience, and business strategy. Founder/CEO of Ceroray Inc.; former COO/Data Scientist at CID Auto; co-founder/CPO at Wayne. Background spans data science, human capital analytics, UX engineering, curriculum development, art, and large-scale digital production.

kim
ross lee
researcher

data scientist
software developer
ux / ui / ci designer
writer / publisher
artist / calligrapher

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education

(Ph. D.) expected **2024.08–2027.08** **Bellevue University**, Bellevue, Nebraska, US
 (Ph.D.) Doctor of Philosophy, Human Capital Management (GPA: 3.900/4.000)
 expected 2024.08–2027.08 emphasis: Human Capital
 expected 2027.08 graduate: pending
 expected 2027.08 achievement: Dean's Scholars List
 membership: Omega Nu Lambda National Honor Society, Xi Chapter

education

(master's) **2024.08–2025.08** **Bellevue University**, Bellevue, Nebraska, US
 (MPS) Master of Professional Science, Professional Studies (GPA: 3.979/4.000)
 2024.08–2025.08 emphasis: Computer Information Systems (CIS)
 2025.03–2025.05 emphasis: Business Analytics (BA)
 2025.01–2025.03 emphasis: Cyber Security (CS)
 2025.08 graduate: *summa cum laude*
 2025.08 achievement: Dean's Scholars List
 membership: Omega Nu Lambda National Honor Society, Xi Chapter

2023.06–2024.08 **Bellevue University**, Bellevue, Nebraska, US
 (MS) Master of Science, Data Science (GPA: 3.974/4.000)
 2024.06–2024.08 emphasis: Big Data
 2024.08 graduate: *summa cum laude*
 2024.08 achievement: Dean's Scholars List
 membership: Omega Nu Lambda National Honor Society, Xi Chapter

2007.08–2007.10 **Bellevue University**, Bellevue, Nebraska, US
 (MS) Master of Science, Management (GPA: 3.670/4.000) (unfinished due to employment)

education

(bachelor's) **2005.08–2007.03** **Bellevue University**, Bellevue, Nebraska, US
 (BA) Bachelor of Arts, Computer Graphic Design (GPA: 3.567/4.000)
 2005.08–2007.03 minor: Art History
 2007.03 graduate: *cum laude*
 2007.03 achievement: Dean's Scholars List

2005.08–2006.08 **Bellevue University**, Bellevue, Nebraska, US
 (BS) Bachelor of Science, Intelligence and Security Studies (GPA: 3.644/4.000) (unfinished due to employment)

2005.08–2005.10 **Bellevue University**, Bellevue, Nebraska, US
 (BS) Bachelor of Science, Gaming and Simulation Design (GPA: 3.641/4.000) (unfinished due to employment)

education

(associate's) **2002.08–2004.05** **TCC Art College**, Omaha, Nebraska, US
 (AAS) Associate of Applied Science, Design, Illustration, and Computer Graphics
 2002.05 recipient: Pro Award Scholarship, *TCC Art College*
 2002.05 recipient: Wayco Arts Scholarship, *Wayne Community Chamber of Commerce*

education

(high school) **1998.08–2002.05** **Mormon Trail Community High School**, Garden Grove, Iowa, US
 High School Diploma
 student council class officer: treasurer
 membership: TAG (talented and gifted)
 editor: school newspaper
 designer: school advocacy student body
 participant: Iowa State Speech Conference
 participant: Young Writers' Conference

core skills

- data science & analytics** machine learning, predictive modeling, NLP, data visualization, statistical analysis, R, Python, SAS, Tableau, Power BI, algorithm development, data pipelines, SQL
- software development** front-end & back-end development, prototyping, API integration, Django, HTML/CSS/JS, Git/GitHub, containerized workflows, CMS development
- UX/UI/CI design** product design, UX strategy, usability testing, wireframing, prototyping, human-centered design, branding, CI/identity development, typography, publication layout, multimedia design
- creative & media** calligraphy, illustration, digital art, photo compositing, video editing, 2D animation, creative direction, visual storytelling
- leadership & business** founder/CEO, hiring committee, HR management, curriculum design, L&D strategy, project management, product ownership, client management, public speaking

(full skills list spans 150+ items; full list available upon request)

technologies

- software** Adobe CC (PS, AI, ID, AE, PR, AN), Final Cut Pro, QuarkXPress
- development tools** VS Code, PyCharm, RStudio, Jupyter, MySQL Workbench, GitHub/GitLab
- UX tools** Balsamiq, Zeplin, Draw.io
- platforms** WP, various HR/EdTech systems
- hardware** Macintosh OS / Windows, scanners, analog / digital cameras

(full technologies list spans 25+ items; full list available upon request)

experience
(full time)

2022.06–2025.11 Ceroray (CRR) (455-88-02657), Seoul-si, KR
 entity: educational service provider; publisher; edtech application development service provider
 title: founder / CEO, data scientist, software developer, UX designer
 lead full-stack development of multiple web/mobile applications, AI-enabled dashboards, and EdTech platforms. developed and architected Phrase Frequency algorithm (2024–2025).
 designed and managed UX/UI systems for Ceroray Font, Ceroray apps, and analytics products.
 built commercial educational tools, textbooks, and courses; authored/published multiple works.
 directed business development, HR systems, project management, product strategy, negotiations, and branding.
 oversaw more than 50+ commercial design, development, and publishing projects.
(full project list available upon request — 100+ items)

2018.12–2024.01 CID Auto (CID) (640-86-00286), Seoul-si, KR
 entity: software development service provider; educational service provider; publisher
 title: co-founder / COO, data scientist, software developer, UX designer
 led UX/UI, full-stack dev, and system architecture for cidauto.kr and related platforms.
 oversaw native application development, video editing pipelines, branding, and CI systems.
 managed HR, corporate communications, technical documentation, and partnership operations.
 directed BD campaigns, media projects, EdTech content creation, and multinational pitching events.
 represented CID Auto in ASEAN-KOR Summit, Lemon Ideas accelerator, and startup competitions.
(full project list available upon request — 100+ items)

2025.02–2025.10 Wayne (WN), Seoul-si, KR
 entity: HR management software development
 title: co-founder / CPO, data scientist, data architect, software developer, UX designer
 designed and engineered web/mobile applications, HR data management systems, and UX flows.
 led logo/CI design, branding strategy, and product architecture.
 oversaw all product development from data foundations to final feature implementation.

2015.05–2016.11 Studio Tuh Voré, Seoul-si, KR
 entity: photography / design studio
 title: senior digital artist
 photo illustration, compositing, design production, high-end advertising work.

2012.10–2015.02 Carbon Code Technologies, Seoul-si, KR
 entity: software development service provider
 title: interface developer / designer; project manager; trainer; photographer
 game interface development / design, project management, corporate training, photography.

2010.01–2010.12 Voré Studios, Seoul-si, KR
 entity: photography / design studio
 title: senior digital artist
 photo manipulation, editorial production, advertising and CI design.

2009.01–2009.12 Venture Studios, Seoul-si, KR
 entity: photography / design studio
 title: digital artist, exhibition coordinator
 design, production, exhibition coordination, promotional campaigns.



experience (full time)	<p>2006.03–2007.05 <i>Progress Publications</i>, Omaha, Nebraska, US entity: publisher title: trainer, graphic designer layout design, prepress, training interns, color correction.</p> <p>2005.08–2006.02 <i>Direct Digital</i>, Omaha, Nebraska, US entity: printing service provider title: production artist prepress workflow management, production design, logo/CI development.</p> <p>2004.08–2005.08 <i>Minute Man Printing</i>, Omaha, Nebraska, US entity: printing service provider title: desktop publisher layout design, logo design, prepress, color correction.</p>
experience (volunteer)	<p>2008.02–2024.01 <i>G.O.A.'L.</i>, Seoul-si, KR (projects) entity: social and political advocacy organisation title: web developer web development, resume design, publishing, translation; supported 100+ individuals.</p> <p>2014.01–2023.01 <i>A4résumés.com.</i>, Seoul-si, KR (projects) entity: résumé writing, editing, translation, and design service provider title: owner / founder / CEO, interface developer / designer web development, resume design, publishing, translation; supported 100+ individuals.</p>
experience (contract / part time: presentations, projects, lectures, interviews, workshops, facilitations, seminars, examinations, program development)	<p>2007.01–present <i>Data Science · AI Engineering · Software Development · UX/UI · Education · Research · Calligraphy · Fine Art · Printing</i> <i>Data Science & AI Engineering (Contract / Freelance)</i> Designed and developed AI- and data-driven software systems, including analytical platforms, dashboards, and algorithmic features. Built and maintained data pipelines and analytical models using Python, SQL, and R. Conducted machine learning and statistical analysis, including model prototyping, evaluation, and optimization. Served as an embedded technical consultant, collaborating with internal engineering teams on architecture and implementation. Integrated UX considerations into technical design to ensure usability, scalability, and performance.</p> <p><i>Software Development & Engineering Consulting</i> Led end-to-end software product development, from requirements analysis through deployment. Developed front-end and back-end systems, APIs, and database architectures. Supported startups and organizations with MVP development, technical strategy, and system improvement. Produced technical documentation, coordinated testing, and planned ongoing maintenance.</p> <p><i>UX/UI Design & Digital Product Consulting</i> Delivered UX research, information architecture, wireframing, prototyping, and UI design for software products. Designed brand identity systems, interfaces, and digital assets. Acted as a communication bridge between engineering, business, and design teams. Iteratively refined products based on user feedback and performance metrics.</p> <p><i>Calligraphy & Lettering (Professional Practice)</i> Created Korean and English calligraphy and lettering works for print and digital applications. Produced custom calligraphic typography for branding, publishing, CI, posters, and exhibitions. Integrated hand-drawn calligraphy into logos, covers, and visual identity systems. Executed commissioned calligraphy projects across analog and digital media.</p> <p><i>Fine Art (Professional Practice)</i> Produced fine art works including painting, drawing, illustration, and mixed media. Developed visual concepts and artistic direction for creative and interdisciplinary projects. Created art assets for publishing, education, and technology-related initiatives. Participated in commissioned works, exhibitions, and curated projects.</p> <p><i>Printing, Publishing & Desktop Publishing</i> Designed and prepared print-ready layouts, typesetting, and editorial designs. Managed print production workflows, including offset and digital printing. Produced covers, interiors, and promotional materials for books and print media. Oversaw publication design, pre-press, and distribution coordination.</p> <p><i>Education, Training & Curriculum Development (Contract / Part-Time)</i> Delivered short-term and long-term instructional engagements for universities, research institutes, and corporations. Designed custom curricula and training programs in technology, communication, and professional skills. Led workshops, seminars, intensive courses, and online programs. Served as educator, evaluator, interviewer, and program coordinator. Developed instructional materials aligned with institutional and international standards.</p>



experience

(contract / part time: presentations, projects, lectures, interviews, workshops, facilitations, seminars, examinations, program development)

Research, Writing & Content Development

Conducted applied research across technology, education, organizational, and creative domains.
Authored and edited technical, educational, and creative publications.
Managed content strategy, editing, layout, and publication workflows.
Translated research and data into practical, audience-focused outputs.

Advisory, Leadership & Hybrid Roles

Served as project lead, advisor, and coordinator in contract-based engagements.
Participated in hiring, interviewing, evaluation, and mentoring.
Managed deliverables, timelines, and stakeholder communication with high autonomy.
Operated effectively in multidisciplinary and cross-cultural environments.

Professional Continuity & Scope

Maintained long-term continuity across contract, freelance, and part-time engagements.
Demonstrated progression from individual contributor to technical lead and advisor.
Built an integrated career spanning calligraphy, fine art, printing, design, software, data science, and AI.
Worked across academic, corporate, startup, public, and cultural sectors.

(full list spans 250+ items; full list available upon request)

certifications

TBD *NCS (National Competency Standards) certification*, Human Resources Development Service (08 hrs), Seoul, KR
2021.08 *TESOL certification* (ITTT00317810), ITTT International (120 hrs), Phuket, TH
2021.08 *CTEO - online teaching certification* (ITTT00317823), ITTT International (50 hrs), Phuket, TH
numerous accelerators: New Chip, Lemon Ideas (top 25 presenter)
(full list spans 15+ certifications; full list available upon request)

IPs

(patents, copyrights)

2020.07 *Sales video manufacturing device and method of the second-hand products* (platform)
patent number: 10-2142150
2020.02 *Smart-phone based user movement state identification algorithm* (mobile application functionality)
patent number: 10-2084506
in progress *Ceroray* (logo)
trademark number: TBD
in progress *Ceroray* (font)
patent number: TBD

awards

2025.06 *Qualifier*, Advanced Institutes of Convergence Technology Grant, Suwon-si, Gyeonggi-do, KR
2022.02–2022.03 *Presenter, Top 25*, Lemon Ideas: Pitching Competition (1,100 participants), New Delhi, IN
link: <https://youtu.be/L6XONSHR8oc> (event greeting)
2020.10–2021.03 *Presenter, Top 100*, Lemon Ideas: Pitching Competition (1,100 participants), New Delhi, IN
link: <https://youtu.be/NQ16j3dzapl> (preliminary summary)
2019.11 *Presenter, ASEAN-KOR Summit: Pitching Competition*, Busan-si, KR
link: <https://youtu.be/QwGR0jYQNOM>
2010.12 *Demonstration Class Winner*, EBS Training, Gyeonggi-do Office of Education (GEPIK), Wonju-si, Gangwon-do, KR
2019.11 *ASEAN-KOR Summit*, Republic of Korea (03 days), Busan-si, KR
link: <http://news1.kr/photos/details/?3934240>
2011.09 *Public Demonstration Class*, Gyeonggi-do Office of Education (GEPIK) (01 day), Bucheon-si, Gyeonggi-do, KR
(full list spans 15+ awards; full list available upon request)

(additional categories: recognition, exhibitions, memberships, and publications are available upon request)

