

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 +82.10.8606.8312 kim.ross@ceroray.com ross@cidauto.kr rlawnsdnjs706@gmail.com https://ross.hooni.net
education		Bellevue University , Bellevue, Nebraska, US	
(Ph.D.)	expected 2024.08–2027.08	(Ph.D.) Doctor of Philosophy, Human Capital Management (GPA: 3.900/4.000)	
	expected 2024.08–2027.08	emphasis: Human Capital membership: Omega Nu Lambda National Honor Society, Xi Chapter	
education		Bellevue University , Bellevue, Nebraska, US	
(master's)	2024.08–2025.08	(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) membership: Omega Nu Lambda National Honor Society, Xi Chapter	
		Bellevue University , Bellevue, Nebraska, US	
	2023.06–2024.08	(MS) Master of Science, Data Science (GPA: 3.974/4.000)	
	2024.06–2024.08	emphasis: Big Data membership: Omega Nu Lambda National Honor Society, Xi Chapter	
		Bellevue University , Bellevue, Nebraska, US	
	2007.08–2007.10	(MS) Master of Science, Management (GPA: 3.670/4.000) (unfinished due to employment)	
education		Bellevue University , Bellevue, Nebraska, US	
(bachelor's)	2005.08–2007.03	(BA) Bachelor of Arts, Computer Graphic Design (GPA: 3.567/4.000)	
	2005.08–2007.03	minor: Art History	
	2007.03	graduate: <i>cum laude</i>	
	2007.03	achievement: Dean's Scholars List	
		Bellevue University , Bellevue, Nebraska, US	
	2005.08–2006.08	(BS) Bachelor of Science, Intelligence and Security Studies (GPA: 3.644/4.000) (unfinished due to employment)	
		Bellevue University , Bellevue, Nebraska, US	
	2005.08–2005.10	(BS) Bachelor of Science, Gaming and Simulation Design (GPA: 3.641/4.000) (unfinished due to employment)	
education		TCC Art College , Omaha, Nebraska, US	
(associate's)	2002.08–2004.05	(AAS) Associate of Applied Science, Design, Illustration, and Computer Graphics	
	2002.05	recipient: Pro Award Scholarship, <i>TCC Art College</i>	
	2002.05	recipient: Wayco Arts Scholarship. <i>Wayne Community Chamber of Commerce</i>	
education		Mormon Trail Community High School , Garden Grove, Iowa, US	
(high school)	1998.08–2002.05	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 Studio, 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)

- 2006.03–2007.05 *Progress Publications*, Omaha, Nebraska, US
entity: publisher
title: trainer, graphic designer
layout design, prepress, training interns, color correction.
- 2005.08–2006.02 *Direct Digital*, Omaha, Nebraska, US
entity: printing service provider
title: production artist
prepress workflow management, production design, logo/CI development.
- 2004.08–2005.08 *Minute Man Printing*, Omaha, Nebraska, US
entity: printing service provider
title: desktop publisher
layout design, logo design, prepress, color correction.

experience
(volunteer)

- 2008.02–2024.01 *G.O.A.'L.*, Seoul-si, KR (projects)
entity: social and political advocacy organisation
title: web developer
web development, resume design, publishing, translation; supported 100+ individuals.
- 2014.01–2023.01 *A4résumés.com.*, 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.

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

- 2007.01–present *Data Science · AI Engineering · Software Development · UX/UI · Education · Research · Calligraphy · Fine Art · Printing*
- Data Science & AI Engineering (Contract / Freelance)*
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.
- Software Development & Engineering Consulting*
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.
- UX/UI Design & Digital Product Consulting*
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.
- Calligraphy & Lettering (Professional Practice)*
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.
- Fine Art (Professional Practice)*
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.
- Printing, Publishing & Desktop Publishing*
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.
- Education, Training & Curriculum Development (Contract / Part-Time)*
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.



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

- 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 (GEPK), Wonju-si, Gangwon-do, KR
2019.11 **ASEAN-KOR Summit**, Republic of Korea (03 days), Busan-si, KR
link: <http://news1.kr/photos/details/23934240>
2011.09 **Public Demonstration Class**, Gyeonggi-do Office of Education (GEPK) (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)

