

sun lee

Vera CEO

Los Angeles, CA, United States | [LinkedIn](#)

Hello, I'm Sun Lee, founder of Vera.

Vera is a technology company for medical aesthetics.

We're building the trust infrastructure for proactive aesthetic care in the US, inspired by Korea.

The behavior we want to normalize is **Gwallee** (관리): routine, maintenance-oriented aesthetic care.

Think bi-weekly laser toning, monthly facials, quarterly skin boosters.

Not one-off treatment tourism to Korea.

Not reactive, corrective-only behavior.

We're building for people who want to care for their appearance proactively, consistently, and over time.

This market is still early in the US, and today it mostly exists at the highest end. Think celebrity skincare specialists,

Beverly Hills regulars, etc.

Vera's mission is to help bring this concept into the mainstream through technology. We're raising the world's skin game.

EXPERIENCE

Founder Vera ML/AI for medical aesthetics (관리 / “Gwallee”)	May 2025 — Present
Voluntary work Career Break ML/AI for aging tech	Jan 2023 — Apr 2025 <i>Seoul, South Korea</i>
Co-Founder Minti ML/AI for tokenizing UGC	Mar 2021 — Feb 2023
Co-Founder Endorsify ML/AI for pricing UGC (Sold, Forbes 30 Under 30 2021)	Jan 2017 — Dec 2020
Researcher Machine Learning at Berkeley ML/AI research (ml.berkeley.edu)	Sep 2016 — Aug 2018

EDUCATION

University of California, Berkeley <i>B.S. EE in CS & Entrepreneurship</i>	Jan 2016 — Jan 2018
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CERTIFICATIONS

Forbes 30 Under 30 North America 2021 , Forbes	Jan 2021
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SKILLS

Entrepreneurship · Machine Learning