

RICHARD LUCCHESI

Learning Experience Architect

AI-Powered Learning Leader • Creative Content Executive • Founder • Published Author

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EXECUTIVE PROFILE

Most educators spend their careers teaching. I've spent mine inspiring people to want to learn.

For more than twenty years, I have designed engaging learning experiences across universities, digital media, publishing, and international education. I combine instructional strategy with creative storytelling, hands-on production leadership, audience insight, and generative AI to build learning experiences people choose to engage with—and remember.

SELECTED IMPACT

110M+

LONG-FORM VIEWS

2,500+

VIDEOS PRODUCED

312K+

PEAK SUBSCRIBERS

10+

MILLION-VIEW VIDEOS

10

PUBLISHED BOOKS

20+

SPONSORSHIPS

PROFESSIONAL EXPERIENCE

Founder & Creative Director

HallyuBack International, LLC

2011–Present

- Built and led an international educational media company focused on Korean culture, cross-cultural education, and digital storytelling across two YouTube channels.
- Scaled the channels to 110M+ long-form views and 312K+ peak subscribers by combining audience insight, editorial judgment, consistent experimentation, and data-informed iteration.
- Directed the complete production lifecycle for 2,500+ videos—including research, scripting, filming, editing, publishing, analytics, and audience development—and personally edited about 99% of releases.
- Negotiated and managed 20+ sponsorships and partnerships with CJ E&M, SBS PopAsia, KOCOWA, Viki, HelloTalk, MyDramaList, OnDemand Korea, Kokobox, and K-pop Amino.
- Developed repeatable production systems that sustained quality, publishing velocity, and global audience engagement for more than a decade.

International Lecturer & Learning Experience Designer

Ulster University at Shaanxi University of Science and Technology

2025–Present

- Design highly interactive university learning experiences centered on authentic communication, active engaged learning, and preparation for international academic study.
- Integrate generative AI into curriculum development, lesson planning, presentation creation, and classroom instruction.
- Created English Corner experiences that exceeded capacity; one registration filled within 10 minutes and drew the attention of university leadership.
- Designed an English-speaking video competition for approximately 140 students, achieving nearly 100% participation, encouraging unscripted communication, and awarding best category certificates.

Assistant Professor & Director, Global Studio Network

Kyung Hee University

2008–2014

- Designed communication-focused university English curricula and mentored students and future educators in an international learning environment.
- Directed a six-person studio production team and more than ten student performers through hiring, auditions, scheduling, filming, editing, and post-production.
- Produced ten episodes across two seasons of an original web series featuring the daily lives of international students on the university campus.
- Translated university production experience into the creative, technical, and operational foundation later used to build HallyuBack.

SIGNATURE INNOVATION

EvidenceOS | Founder, AI Research Platform

Designing an AI-powered platform to help educators, graduate students, and researchers accelerate literature-review preparation, evidence organization, synthesis, and publication workflows.

International Learning Innovation

Builds voluntary engagement into learning through interactive events, video-based assessment, AI-assisted curriculum, authentic communication, and cross-cultural mentoring—connecting classroom learning design with the audience instincts developed through digital media.

PUBLISHED AUTHOR

Ten books since 2025; multiple Amazon category bestsellers. Selected titles: *Under the Tuscan Blunder* (English, Italian, and French); *Grandma Backpacks Italy*; *Grandma Backpacks Sicily*; *The Olive Oil Seduction*; and *Gunshots and Gelato*.

EDUCATION

M.S. Adolescent Spanish Education | M.S. Adolescent Special Education — *St. John Fisher University*

M.S. Adolescent Bilingual Education — *Nazareth University*

B.A. Spanish | B.A. Employment Relations — *State University of New York at Potsdam*

TECHNOLOGY & LANGUAGES

AI & Creative: ChatGPT; Midjourney (working knowledge); Final Cut Pro 7/X; Canva

Languages: English (native); Spanish and Italian (intermediate); Korean (basic)

SELECTED LEADERSHIP

- Director, English Corner (2025–Present)
- Guest Lecturer, Shaanxi University of Science and Technology
- Guest Lecturer, Liceo (Genoa, Italy)
- Founder & CEO, HallyuBack International, LLC
- Earlier education leadership: Rochester City School District; Williamson Central Schools; Newark Central Schools; ECC Academy of English (South Korea)