WHITNEY HUNG

whitneyhung.hello@gmail.com | 07407113062 | LinkedIn: whitneyhung | website: ilovedc74.github.io

PROFILE

- A data analysis enthusiast experienced in quantitative research with a goal-directed mindset.
- Over 4 years of research experiences including both academia and market research industry.
- Self-taught and specialises in data analysis software R.
- Excellent interpersonal and problem-solving skills with awarded leadership experience and course projects, achieved by well team-work with people from diverse backgrounds.
- Graduated and awarded with Merit in MSc Psychology of the Arts, Neuroaesthetics and Creativity year 2019 at Goldsmiths, University of London.

WORK EXPERIENCE

Research Assistant / Goldsmiths University, Linnell Lab   Oct 2019 - Present, London UK
- Researching human dynamic visual attention shift and information processing with eye-tracking tools.
- Instructing graduate students on eye-tracker usage to collect unbiased data.
- Responsible for publication of research project, including research design and analysis.

Research Assistant / Modelling and Informatics Lab, National Taiwan University   Jan 2017 - Aug 2018, Taipei Taiwan
- Exchanged research ideas and assisted in research design to tackle research questions on collaborative learning and social memory.
- Responsible for carrying out research; developed responsive experiment website with JavaScript and PHP for behavioural data collection.
- Collected 140 people's behavioural data in 3 months and gave clear instructions to ensure data quality.
- Conducted meta-regression analysis with R on 60 past research studies to gain research direction insights.
- Used Python to scrape Chinese phrase frequencies from an online database and combined it with a collected behavioural data set to compensate for both data sets.

Market Research Executive / IPSOS Taiwan   June 2015 - April 2016, Taipei Taiwan
- Managed projects in quantitative market research in survey form; managed the research timeline to deliver results on time; coordinated 4 different teams and resolved inquiries for the clients.
- Worked closely with senior analyst to develop questionnaire, interpret and provide insights for collected data.
- Developed a report template and visualisation templates to increase efficiency of workflow, and were adopted by the firm for future usage.
- In a team of two, involved in projects including improving Taiwan High Speed Rail customer services, an annual research for Kikkoman products, governmental financial infrastructure services and a direct selling branding research in the Greater China region.
- Developed business reports and assisted Q&A sessions with clear explanations during presentation to clients.

Intern / Amercan Institute in Taiwan   March - June 2012, Taipei Taiwan
- Responsible for updating Legislative Yuan members' profiles.
- Entailed official Mandarin Chinese and English translation.

RESEARCH PROJECT

Caffeine and the Effect on Dynamic Visual Attention in the context of Reading   June 2019 - Sept 2019, London UK
- Measured covert attention orienting with an eye-tracker (Eyelink 1000).
- Worked through hardware and software troubleshooting and data transformation pipeline under limited time; quick in identifying the problem.
- Utilised web tools to recruit 30 native English speakers under 2 weeks.
- Generated randomised stimulus lists in a fixed format with Python to be read by the experiment program.
- Analysed and visualised data with R (ggplot2).
- Mixed-design ANOVA was adopted for statistical analysis and learned to document the research process.

OTHER EXPERIENCES

President and Founder / Taiwanese Community, Goldsmiths University   Nov 2018 - Oct 2019, London UK
- Coordinated 6 committee members and together held 7 events in a year alongside heavy schoolwork.
- Fundings for events raised add up to £900, and roughly 15-40 attendees participated in each event.
- Utilised web tools to create meeting agenda templates, marketing channels and hosted meetings to increase efficiency.
- Supported external cultural groups to hold workshops at the university in terms of fundings and space.
- Awarded New Community of the Year 2019 by Student Union of Goldsmiths University.

Database Administrator (PT) / National Taiwan University   March 2017 - July 2018, Taipei Taiwan
- Facilitated communication between content providers and users' requests of access to "Standard Stimuli and Normative Responses of Emotions" database.
- Assisted in troubleshooting technical problems.

Secretary (PT) / Taiwanese Psychological Association   January 2017 - March 2017, Taipei Taiwan
- Assisted in building a new website on WordPress.
- Responsible for paperwork; set up meetings and helped to standardise administrative workflow.

EDUCATION

Goldsmiths, University of London   Sept 2018 - Sept 2019, London UK
MSc Psychology of the Arts, Neuroaesthetics and Creativity with Merit
Hands-on experiences and theoretical learning with various statistical methods, such as, ANOVA, multiple regression, factor analysis and coding projects, such as data analysis with Python and R; computational art projects using openFrameworks in C++. Thesis marked with Distinction (72%).

Uppsala University   Sept 2012 - Sept 2013, Uppsala Sweden
Exchange Student, Department of Business Studies
Learned presentation skills for marketing as well as concepts of International business.
Awarded: Best Project Performance for International Business course project in a team of five.

National Chengchi University   Sept 2009 - Jan 2014, Taipei Taiwan
B.A. Diplomacy, College of International Affairs GPA: 3.7/4
Acquired a broad aspect of International affairs and qualitative analysis.
Awarded: Best Delegation of Taipei Model United Nations in a team of two.

PROFESSIONAL SKILLS

Technical: R | Excel | SPSS | Python | Git | Github | Adobe Illustrator | Adobe InDesign

Language: Mandarin Chinese (native) | English (fluent) | Korean (basic) | Swedish (basic)

ACHEIVEMENTS & HOBBIES

New Community of the Year - Taiwanese Community   May 2019, London UK
Awarded as Founder and President of the Community, based on our active and wide variety of activities held.

2019 GIT 40 under 40   March 2019, Taipei Taiwan
Elected as one of the 40 women aged under 40 in tech to set an example of a successful transition into the tech industry as a way of empowering, supporting the women in the tech community in Taiwan.

GetLerped - Computational Arts Pop-Up Exhibition   Feb 2019, London UK
Presented a projection mapping project coded in openFrameworks (C++) as part of the Master's degree in the context of a computional art course.

Half Marathons   Taipei Taiwan
Finisher of 2014 NIKE We Run Taipei 21k and 2018 PUMA Night Run 21k.

Tier 2 VISA sponsorship required