

Whitney Hung

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Profile

- A problem-solver trained in science; experienced in quantitative analysis and passionate for data-driven methods.
- Over 4 years of research experience in market research and psychology with a strong focus to details.
- Self-taught coding skills and selected as one of Taiwan's top 40 women under the age of 40 in tech, year 2019.
- Strong analytical and organisational skills with awarded leadership achieved by great teamwork.
- Graduated from MSc Psychology of the Arts, Neuroaesthetics and Creativity at Goldsmiths University with Merit. Dissertation marked with Distinction.

Experience

Honorary Research Assistant / Linnell Lab, Goldsmiths University Oct 2019, London UK

- Researched dynamic visual attention orienting and information processing, a.k.a. reading, with eye-tracking tools.
- Instructed postgraduate students on eye-tracker hardware and software usage to collect unbiased data.
- Refined research design, analysis for publication of Master's dissertation.

Research Assistant / Modelling and Informatics Lab, National Taiwan University Jan 2017 - Aug 2018, Taipei Taiwan

- Deployed data-driven methods using meta-analysis with R to gain research direction insights.
- Brainstormed research ideas and suggested research design about collective learning and memory.
- Implemented laboratory experiments; developed a responsive experiment website with JavaScript for data collection.
- Completed data collection in 3 months for 140 participants and gave clear instructions to safeguard data quality.
- Directed 4 undergraduate students to code qualitative data.
- Programmed in Python to scrape phrase frequencies from an online database and integrated to a separately collected dataset for a comprehensive overview.

Market Research Analyst / Ipsos Taiwan, Loyalty Group June 2015 - April 2016, Taipei Taiwan

- Worked closely with a senior analyst to manage quantitative research projects in surveys; delivered results under a tight timeline; coordinated 4 different teams and resolved inquiries for the clients calmly and effectively.
- Involved in projects including customer satisfaction for High-Speed Rail service and G2B financial infrastructure service; customer loyalty for Fast-Moving Consumer Goods; branding strategy for a direct-selling brand in the Greater China region.
- Designed questionnaires; interpreted and derived insights for collected data using Excel.
- Wrote business reports using PowerPoint to deliver to clients and handled QA sessions with clear explanations in the presentation.
- Optimised communication by building report templates and graphical templates which facilitated efficiency of workflow.

Intern / American Institute in Taiwan March - June 2012, Taipei Taiwan

- Worked under the US government in rebuilding legislators' profiles.
- Entailed professional Mandarin and English translation.

Research Project

Caffeine and the Effect on Dynamic Visual Attention in the context of Reading June 2019 - Sept 2019, London UK

- Handled research autonomously with supervision. Final mark with Distinction (72%).
- Constructed measurable variables to tackle the abstract research question.
- Accurately troubleshoot eye-tracker/software problems and constructed a data processing pipeline.
- Utilised web tools to recruit 30 native English speakers under 2 weeks and gave clear experiment instructions.
- Programmed in Python to generate randomised stimuli to be fed into the experiment program.
- Analysed and visualised data with R (ggplot2 package); dissertation written in clear academic English.
- Mixed-design ANOVA was the adopted statistical analysis and documented the research process for discussions.

Other Experience

Brand Ambassador (PT) / Hey Human

Oct 2019, London UK

- Participated in an online media subscription campaign on the streets.
- Involved good communication skills to pass on campaign message to passers-by clear and structured.

Founder and President / Taiwanese Community, Goldsmiths University

Nov 2018 - Oct 2019, London UK

- Coordinated 6 committee members; planned and held 7 events as a team.
- Initiated fundraising events which summed up to roughly £900 throughout the year.
- Organised team by proactively utilising online tools to streamline meeting processes and event managements.
- Hosted meetings and set achievable goals for committee members in an efficient and relaxed manner.
- Awarded "New Community of the Year, 2019" by Student Union of Goldsmiths University.

Secretary (PT) / Taiwanese Psychological Association

January 2017 - March 2017, Taipei Taiwan

- Social media management and graphical designs.
- Set up quarterly meetings for 27 committee members and standardised administration workflow.

Education

Goldsmiths, University of London

Sept 2018 - Sept 2019, London UK

MSc Psychology of the Arts, Neuroaesthetics and Creativity with Merit

- Hands-on and theoretical learning in different statistical methods including ANOVA, multiple regression, factor analysis; distinction mark for data cleaning and analysis using R and Python and report write-up (70%).
- Dissertation marked with Distinction (72%).

Uppsala University

Sept 2012 - Sept 2013, Uppsala Sweden

Exchange Student, Department of Business Studies

- Learned concepts for organisational behaviour and improved creative thinking for marketing and presentation.
- Voted for Best Project Performance for International Business project in a team of 5 out of 12 groups.

National Chengchi University

Sept 2009 - Jan 2014, Taipei Taiwan

B.A. Diplomacy, College of International Affairs GPA: 3.7/4

- Acquired knowledge for international relations and SPSS software skills.
- Voted for Best Delegation of Taipei Model United Nations in a team of 2 out of 25 delegations.

Skills

Technical: Microsoft Office (Excel, Word, Powerpoint) | R | R (data visualisation) | SPSS | Python | Git | Github
JavaScript | HTML/CSS | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | SQL

Language: English (fluent) | Mandarin Chinese (native)

Side Project & Certification

Joined the second "Hack The Press" hackathon

Jan 2020, London UK

In a team, created an online tool to help readers easily access high quality news from different media sources.

Information Visualisation: Programming with D3.js - Certified online course.

Nov 2019, London UK

Published "2019 Misinformation Conference" article on MisinfoCon official website

Oct 2019, London UK

New Community of the Year - Taiwanese Community

May 2019, London UK

Awarded as the Founder and President of the community, based on active and wide variety of activities held.

2019 GIT 40 under 40

March 2019, Taipei Taiwan

Selected as one of the top 40 women aged under 40 in tech based on career transition into science and technology from a social science background as a way of empowering and supporting the women in tech community.

GetLerped - Computational Arts Pop-Up Exhibition

Feb 2019, London UK

Presented projection mapping artwork coded in openFrameworks (C++) as part of the Master's degree under the context of an optional creative coding workshop.

Currently on Tier 4 student VISA. Tier 2 VISA sponsorship required