

# Whitney Hung

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## + WORK EXPERIENCE

### Research Assistant

Modeling and Informatics Lab, Department of Psychology, National Taiwan University

Jan 2017 – Aug 2018

- Conducted behavioural research on social cognition in learning and memory.
- Conducted meta-analysis research with R compiling 60 experiments. Research was published as conference paper, titled: Retrieval-Induced Forgetting in Social Contexts: A Meta-Analysis; currently on journal submission.
- Built interactive website to display experiment stimuli, and collect data using JavaScript(jsPsych), jQuery and PHP.
- Utilised Python to scrape Chinese word frequency data from database and matched the words to the categorical norm framework, to rank word frequency under categories.

### Database Administrator

Standard Stimuli and Normative Responses of Emotions, National Taiwan University

March 2017 – July 2018

- Facilitated communication between content providers and requests of access, which has benefited over 100 applicants.
- Troubleshoot technological problems.
- Built a website on Wordpress for the Taiwanese Psychological Association (TPA) and responsible for maintainence.

### Market Researcher

IPSOS

June 2015 – April 2016

- Designed and analysed surveys in transportation services, governmental studies, FMCG and cosmetic brandings.
- Responsible for building reports and delivering research findings to clients as well as resolving queries.
- Built on teamwork and customer focused.
- Developed report template to increase workflow efficiency and created data visualisations to present quantitative insights.

## + EDUCATION

### MSc in Psychology of the Arts, Neuroaesthetics and Creativity

Goldsmiths, University of London

Sept 2018 – Present

- 70% for Advanced Quantitative Method module coding coursework, transforming raw text files into a clean table with Python and R.

## + PROFILE

- Passionate for data analysis and data visualisations with various experiences of research in Psychology and Market Research - detail-oriented, excellent reasoning and a fast learner.
- Specialises in statistic analytical tools, such as R and python.
- Three years of industrial and academic data analysis experiences.
- Possesses great interpersonal skills, strong sense of responsibility, resilience, and is a teamplayer.
- Currently studying MSc Psychology at Goldsmiths, University of London.
- Recipient of 2019 Girls In Tech Taiwan 40 under 40.

## + SKILLS

### Language

Mandarin Chinese, English, Korean, basic Swedish

### Data analysis

R, Python, SPSS, Excel

### Data Visualization

R(ggplot2), HTML5 & CSS3

### Version Control

Git

### Graphical Design

Adobe Illustrator, Adobe Photoshop, Adobe InDesign

### Web Tools

JavaScript(jsPsych), PHP, UIKit, jQuery

- 72% for Research Design and Analysis module group presentation about interestingness of research topic.
- 72% for Research skills' lab report with regression analysis to validate a new questionnaire developed to test for musicality.
- 72% for Research skills' blog post of scientific writing for a visiting lecturer on neuroaesthetics, and how brain responds to aesthetic experiences.
- Audited Digital Journalism.

### **Exchange Student, Department of Business Studies**

Uppsala University - Sweden

Sept 2012 – June 2013

Modules: International Business, Consumer Behaviour, International Marketing

Award:

The Best Project Performance: Group project with four teammates in The International Business Course Project Competition. Project name: Geely's Acquisition of Volvo.

### **BA Diplomacy, College of International Affairs, GPA: 3.7/4**

National Chengchi University - Taiwan

Sept 2009 – Jan 2014

Modules: International Relations, Quantitative Social Science Statistical Analysis, International Political Economy

Award:

Best Delegation, Taipei Model United Nations

The Academic Achievement Award (Top 5%), Department of Korean Language and Culture

## **+ LEADERSHIP AND PROJECTS**

### **President**

Taiwanese Community, Goldsmiths University of London

I founded the society officially at Goldsmiths University and led a team of 6 committee members to initiate activities about Taiwanese culture, including Lunar New Year's dinner, alumni career sharing event, and Taiwanese indigenous tribal performance and workshop with around 20 participants. I utilised social media tools to increase meetings' efficiency. Time is mostly dedicated to raise fund and emphasise enjoyable and meaningful activities for both members and committee members. Awarded 2019 new community of the year.

### **Research Project - Retrieval Induced-Forgetting**

A psychological research project about retrieval-induced forgetting, the phenomena which shows some items were inhibited during memory retrieval when other items that belonged to the same category were practiced beforehand. I attempted to understand the causation of large effect sizes when this paradigm is conducted in a social environment. The fact that our memories are suppressed during conversations was of main interest to discover. After conducting meta-analysis with R, the meta-regression between practice and forgetting shows a negative relationship. A comprehensive experiment was carried out to verify the findings.

This was a two-year project that involved many trial-and-error. I was responsible for the project and handled all the experiments with some university students. I built a website for stimuli presentation and data collection.

## **+ INTERESTS & ACTIVITIES**

- Pop-up computational arts exhibition for projection mapping project.
- Hobbies include playing violin, jogging.
- Participate in monthly London Journocoders events.
- Finished 2018 PUMA Night run Half Marathon, Taipei Taiwan.
- Finished 2014 NIKE Women Half Marathon, Taipei Taiwan.
- Volunteer, Marketing Sector, 32nd Uppsala International Short Film Festival 2012, Uppsala Sweden.

## **+ OTHER WORK EXPERIENCE**

### **Secretary**

Taiwanese Psychological Association

Jan 2017 – March 2017

- Administrative work for the association.
- Helped organise the 56th Annual Taiwanese Psychological Conference.
- Graphic design for events with illustrator.

### **Internship**

Political section and Economic Section,

American Institute in Taiwan

March – June 2012

- Facilitated biography profiles of Taiwanese politicians.
- Refined translation skills of professional Mandarin Chinese and English.

## **+ OTHER INFORMATION**

Tier 4 Visa

References available upon request