# WHITNEY HUNG

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## 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.
- Proven excellent interpersonal and problem-solving skills with awarded leadership experience and course projects, achieved by well team-work with people from diverse backgrounds.
- Graduated with Merit in MSc Psychology of the Arts, Neuroaesthetics and Creativity year 2019 at Goldsmiths, University of London. Research project awarded with Distinction level.

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## 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 a senior analyst to develop questionnaires, interpret and provide insights for collected data.
- Developed a report template and visualisation templates to increase the 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, 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 the presentation to clients.

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

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## 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
- Responsible for paperwork; set up meetings and helped to standardise administrative workflow.

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## 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.

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## PROFESSIONAL SKILLS

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

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

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## ACHIEVEMENTS & CERTIFICATIONS

**Information Visualization: Programming with D3.js**          Nov 2019, London UK
Coursera online course.

**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.

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

Tier 2 VISA sponsorship required