

PERSONAL INFO

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RESEARCH PROJECT

Caffeine and the Effect on Dynamic Reading Attention

June 2019 - Sept 2019
LONDON UK

Measured covert attention with an eye-tracker. I discovered that caffeine affects attention orienting speed.

I worked through hardware and software problem solving and data transformation in a short period of time and recruited 30 native English speakers through web resources.

I generated random stimulus with Python and analysed as well as visualised my data with R.

This is the first research measuring caffeine and dynamic visual attention.

PROFESSIONAL SKILLS

Technical

R | Excel | SPSS | Python
HTML/CSS | JavaScript | Git
Adobe Illustrator | InDesign

Language

Mandarin | English

SOCIAL SKILLS

President, Taiwanese Society

Nov 2018 - Present
LONDON UK

Founded the Taiwanese Society at Goldsmiths University.

Leading a team of 6, initiated 7 activities in an year and raised funds for each of them. Fundings add up to £900.

There were 15-40 attendees to each event.

WHITNEY HUNG

DATA ANALYST | DATA VISUALISATION

WORK EXPERIENCE

Goldsmiths University / Research Assistant

Oct 2019 - Present, LONDON UK

Working on dynamic visual research, information processing and neural activities. Responsible for research design, data collection and data analysis.

National Taiwan University / Research Assistant

Jan 2017 - Aug 2018, TAIPEI TAIWAN

In a research in collaboration with Kyoto University about collaborative learning and social memory, I was responsible for data collection and data analysis and assisted in research design.

I created an experiment website with a javascript library and PHP. I conducted meta-regression on 60 past research studies and analysed data with R. I recruited 140 participants in 3 months. The discovery was how social learning and practice impacts and magnifies memory performance.

IPSOS Taiwan / Market Research Analyst

June 2015 - April 2016, TAIPEI TAIWAN

Over the period of 11 months, I was responsible for quantitative research, managing the research timeline, coordinating different teams, resolving inquiries for the clients and providing insights for collected data.

In a team of two, the projects I involved in included improving Taiwan High Speed Rail customer services, an annually research for Kikkoman products and direct selling branding research of the greater China area. I created business reports and assisted Q&A sessions of the presentation to CEOs.

American Institute in Taiwan / Intern

March - June 2012, TAIPEI TAIWAN

Responsible for updating parliament politician profiles for the US government, which entailed Chinese and English translation.

EDUCATION

Goldsmiths, University of London Sept 2018 - Sept 2019, LONDON UK

MSc Psychology of the Arts, Neuroaesthetics and Creativity

Modules: Statistical methods, Advanced quantitative methods

Uppsala University

Sept 2012 - Sept 2013, UPPSALA SWEDEN

Exchange Student, Department of Business Studies

Modules: Organisational behaviour, International marketing

National Chengchi University

Sept 2009 - Jan 2014, TAIPEI TAIWAN

B.A. Diplomacy, College of International Affairs

Modules: International law, Foreign policy, International relations

ACHIEVEMENTS & HOBBIES

2019 GIT 40 under 40

March 2019, TAIWAN

Elected as one of 40 girls under age 40 in tech on Women's day.

GetLerped - Computational Arts Pop-Up Exhibition

Feb 2019, LONDON UK

Presented a projection mapping project coded in OpenFrameworks.

Half Marathon

TAIPEI TAIWAN

Finisher of 2014 NIKE We Run Taipei 21k and 2018 PUMA Night run 21k.