

Hung Jing Wen

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY ([UX Portfolio](#))

*Bachelor's Degree in Social Science, Double Major in Psychology,
and Communication Management (Data, Design and Communication Track)*

August 2022 – May 2026

Modules with Distinctions:

Introduction to Psychology | Psychology Research Methods I | Social Psychology
Design Communication for Behavioural Change | UX and Digital Product Design

- **SMU International Connections (ICON)**

Executive Committee Marketing & Communications Deputy Director

- Worked alongside Marcomms Director to design collaterals (posters, EDMs, videos, logo, noticeboard) and vet through collaterals from the 26 marketing directors across 13 Cultural Clubs
- Managed ICON's brand image and expanded outreach via various social media platforms (Instagram, LinkedIn, reached 1.1k subscribers on Telegram Channel, and kickstarted TikTok)
- Implemented new website initiatives, such as streamlining event applications onto the [ICON website](#)

- **SMU Daily experience, Affective Well-being and Neuropsychology (DAWN) Lab**

Part-time Intern, Research Assistant, Website Manager

- Conducted data screening of 538 articles for a meta-analysis relating to social media and well-being
- Collaborated with research assistants in data collection for executive functions and cognitive tasks
- Meet the expectations of the Lab Director and Lab Manager in updating the website

NGEE ANN POLYTECHNIC ([Digital Portfolio, Updated to May 2022](#))

Diploma in Psychology Studies, Diploma Plus in Basic Japanese

August 2019 – May 2022

Modules with Distinctions:

Behaviour Modification & Intervention | Statistics & Research Methods I & II | Visual Communications
Project ID: Connecting the Dot | Legal Frameworks for Family, Children & Youth | Abnormal Psychology
Fundamentals of Crisis Intervention | Organisational Behaviour & Development | Community Psychology

EXPERIENCE

POLICE PSYCHOLOGICAL SERVICES DEPARTMENT (PPSD)

Research Intern

March – July 2021

- Worked alongside psychologists in the Operations and Forensic Psychology Division (OFPD)
- Wrote a literature review paper on the importance of information management on police's operational effectiveness and proposed recommendations
- Poster Presentation showcased at the Asian Conference of Criminal & Operations Psychology (ACCOP)
- Conceptualised and designed 8 weekly and 3 monthly-themed infographics that focused on a psychological angle within the Singapore Police Force's context, which were shared within internal communications

PROJECTS

SLAP DANCE STUDIO

User Experience & Digital Product Design Module in SMU, making improvements to existing website

- Developed a Persona and User Journey Map to discover the pain points of users
- Conducted competitor analysis across 100 user reviews to discover what features users value the most
- Interviewed 3 frequent users of Slap Dance Studio and conducted an online survey among 54 potential and competitor users to find out user issues, preferences and suggestions
- Developed a prototype on Figma and conducted usability testing for further iterations
- Presented and discussed our findings with the founders of Slap Dance Studio, who expressed interest and agreement on the main user needs we identified

THE PSYCHOLOGY PRACTICE

Integrated Project in Ngee Ann Polytechnic that aims to increase Mental Health Literacy

- Raised awareness about mental health literacy among youths in Singapore in a team of 6, delivering an animated video, a web article, an infographic and a poster about Generalised Anxiety Disorder (GAD)
- Interviewed a psychologist from the Psychology Practice, conducted extensive research and incorporated them into the deliverables
- Featured on social media of The Psychology Practice, Singapore Psychological Society, Singapore Children's Society and NP Student & Alumni Services (NP Counselling Care)

ASSOCIATION OF WOMEN FOR ACTION AND RESEARCH (AWARE)

Statistical and Research Methods Module in Ngee Ann Polytechnic, collaboration research project

- Surveyed and studied youths' perception of consent in a team of 6
- Conducted survey through Google Forms and pen-and-paper surveys, surveyed 544 youths aged 17 to 25
- Wrote a research report about our findings on gender differences, analysed data through SPSS
- My team was chosen among 8 teams to produce a simplified report which AWARE used for advocacy on AWARE's Instagram page, website and TODAY's news article

HDB LIVELY PLACES AND FUND CHALLENGES

Co-curricular activity: Creating a 3D art mural at Yishun Town Square

- Led a team of four for a project organised by HDB to create a building project to increase the traction of Yishun Town Square and add vibrance to Yishun
- Reached out to multiple art studios and worked with Mural Lingo to conceptualise a 3D Art Mural together
- Sought out responses from more than 50 residents of Yishun through both face-to-face interviews and Google Forms to find out their preferences for the mural

SKILLS

- **Technical Skills:** R, SPSS, Basic Python, Qualtrics, Microsoft Office (PowerPoint, Word, Excel)
- **Design Software/Websites:** Figma, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom Classic, Premiere Pro, XD), Canva, Wix, Squarespace, Clip Art Studio, Procreate
- **Languages:** English, Chinese, Basic Japanese