

Hung Jing Wen

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY 2025 – Present
Fast Track Master of Philosophy in Psychology

SINGAPORE MANAGEMENT UNIVERSITY 2022 – Present
**Bachelor's Degree in Social Science, Double Major in Psychology,
and Communication Management (Data, Design and Communication Track)**

- Dean's List, Academic Year 2023-24, Academic Year 2024-25

NGEE ANN POLYTECHNIC 2019 – 2022
Diploma in Psychology Studies, Diploma Plus in Basic Japanese

- Edusave Certificate of Academic Achievement 2022

PUBLICATION AND CONFERENCE PRESENTATIONS

Hung, J. W., Hartanto, A., Goh, A. Y. H., Eun Z. K. Y., Kasturiratna, K. T. A. S, Lee, Z. X., & Majeed, N. M. (2025). The efficacy of incorporating Artificial Intelligence (AI) chatbots in brief gratitude and self-affirmation interventions: Evidence from two exploratory experiments. *Computers in Human Behavior: Artificial Humans*, 4, 100151. doi:10.1016/j.chbah.2025.100151

Hung, J. W. (2024, April). *Mio's Blossom: GenAI film produced using Runway* [Short film]. Screened during storytelling talk by Dr. M. Chong at the SingHealth Inaugural Communications Summit.

Hung, J. W., & Salihin, M. A. (2022, July). *Importance of Information Management on Police's Operational Effectiveness*. Poster presented at the Asian Conference of Criminal & Operations Psychology (ACCOP).

MANUSCRIPTS IN PREPARATION

Hung, J. W., Hartanto, A. & Yang, H. (In Preparation). Investigating Artificial Intelligence (AI)'s Role in Enhancing Goal Pursuit and Reducing Procrastination.

Kasturiratna, K. T. A. S., Hartanto, A., **Hung, J. W.**, Lee, Z. X., & Majeed, N. M. (In Preparation). Longitudinal Effects of Social Media Use on Well-Being: A Meta-Analysis.

RESEARCH AND WORK EXPERIENCES

SMU SCHOOL OF SOCIAL SCIENCE, May 2023 – Present
Daily Experience, Affective Well-being and Neuropsychology (DAWN) Lab,
Part-Time Research Intern, Research Assistant (Internship: January – May 2024)

- Conducted data screening of 538 articles and extracted data from over 200 articles for a meta-analysis relating to social media and well-being
- Assisted in data collection for executive function and cognitive assessments, and coded social media screen time data for research analysis
- Maintained and updated the lab website, including onboarding profiles and publication listing updates

DBS BANK, CONSUMER BANKING GROUP, May – August 2025
Financial Planning Advisory (FPA), *Communications and Strategy Intern*

- Uncovered opportunities to enhance employee journeys and system processes through Day in Life Of (DILO) research with 9 Financial Planning Advisory employees
- Developed actionable recommendations that encourage pre-retirees to manage their income streams with DBS, drawing on 10 interviewees, 50 survey responses, and market product analysis, awarded 2nd place out of all teams
- Enabled \$544k in cost savings by analysing data usage plans and designing transition plans
- Drove adoption of new initiatives by crafting communications that highlighted key features and success stories

UNIGONSX DESIGN, *UI/UX Researcher Intern* May – August 2024

- Built a digital platform from scratch that aims to future-proof tertiary students with features such as communities with mentors
- Conducted primary user research with over 150 responses, market research, competitive analysis, and compiled insights into a pitch deck
- Involved in the end-to-end process of building this platform, including user research, creating a product backlog, user flows, wireframing, prototyping, and user testing
- Supported ad-hoc research projects, including conducting primary field research

POLICE PSYCHOLOGICAL SERVICES DEPARTMENT (PPSD), March – July 2021
Operations and Forensic Psychology Division (OFPD), *Research Intern*

- Wrote a literature review paper on the importance of information management on police's operational effectiveness and proposed recommendations
- Translated findings and recommendations into an infographic, which effectively met its objective of increasing police officers' knowledge on this topic
- Conceptualised and designed 8 weekly and 3 monthly-themed resilience infographics that focused on a psychological angle within the Singapore Police Force's context, which were shared within internal communications
- Assisted psychologists in facilitating the Victim Cadre Course Programme (VCCP), evaluating future volunteers/Victim Care Officers to support victims of crime

PROJECTS

DAWN LAB, Efficacy of Incorporating AI in Positive Psychology Interventions Research Study *Independent Research Study Course in SMU*

- Conducted two within-subject experimental studies: gratitude intervention delivered through Snapchat's My AI chatbot (Study 1), self-affirmation intervention with a customised ChatGPT chatbot (Study 2)
- Built a customised chatbot using ChatGPT 4.0, which significantly enhanced AI-integrated self-affirmation intervention by improving life satisfaction and medium-arousal positive affect compared to traditional self-affirmation interventions
- Organised and facilitated in-person lab sessions, collecting data from a total of 150 participants over two sessions for each participant
- Conducted data analysis utilising RStudio and JASP, and actively contributed to the manuscript writing process

CATALOG, Cat Tracker Webapp Designed for Community Cat Feeders

2025 Community Hackathon co-organised by Open Government Products and People's Association

- Conducted user interviews with 5 volunteer leaders/admins of Boon Lay Youth Network, synthesised insights through affinity mapping to identify slow, inefficient tracking of cats as a key problem
- Designed and built a minimum viable product webapp within 4 weeks, featuring a centralised platform with search filters, and a standardised, quick-fill form
- Iterated on designs based on usability testing with 5 volunteer leaders/admins, ensuring the solution is user-friendly and scalable for 90+ community cats

THE PSYCHOLOGY PRACTICE, Increasing Mental Health Literacy

Integrated Project among 5 modules in Ngee Ann Polytechnic

- 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 mentioned
- Featured on the 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), Collaboration Research Project about Consent

Statistical and Research Methods Module in Ngee Ann Polytechnic

- Conducted a survey using Google Forms and pen-and-paper methods, gathering data from 544 individuals aged 17 to 25 regarding their perception of consent
- Wrote a research report in a team of 6 about gender differences findings, and analysed data using 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

DHL EXPRESS, Communication Strategy Plan about Sustainability

Analysed Paid, Earned, Shared, and Owned media for key competitors and DHL Express, surveyed 50 target audience consumers, and conducted secondary research to create a strategic sustainability communication plan positioning DHL Express as a green logistics provider

PENGUDANG VILLAGE, Raising Awareness about Homestay

Conducted primary interviews with homestay owners in Pengudang Village, Bintan, Indonesia, and performed secondary research on homestays to propose a social media toolkit solution that assists homestay owners in raising awareness about their homestays

TIKTOK GAMING JAPAN, Creating Narratives to Entice Creators

Applied ethnographic research and theoretical frameworks to craft a compelling narrative video using GenAI, which was presented to TikTok Gaming Japan with the objective of attracting Japanese content creators to spend more time on TikTok

DBS BANK, Chatbot Development for Migrant Workers

Conducted interviews with migrant workers to understand their financial needs, performed user testing to improve chatbot prompts, which informed the development of a multilingual AI chatbot integrating Large Language Models with personality features to promote usage of digibank and prevent scams

SLAP DANCE STUDIO, Improvement of User Experience for Existing Website

Conducted user interviews, online surveys with over 50 responses, and usability testing to redesign the dance studio's website experience, including optimising the user flow of adopting the student discount process by streamlining it to the current website

VOLUNTEERING EXPERIENCES / COMMUNITY INVOLVEMENT

MINISTRY OF EDUCATION, Project Empower 3.0

Designed a journal and facilitated lessons to teach primary school students on mental wellness, including topics such as positive thinking, managing stress, and showing gratitude

NEW LIFE STORIES, Advocacy Roadshow

Organised a public roadshow at Woodlands Regional Library advocating for children with incarcerated parents, designed activities including a choice-based storytelling game, attracting over 400 visitors

HOUSING DEVELOPMENT BOARD, Lively Places and Fund Challenge

Conducted a community assessment by interviewing 50 residents and coordinated with artists to create a 3D art mural at Yishun Town Square, enhancing community vibrancy

YOUTH CORPS SINGAPORE & Development and Education Programme for Daughters and Communities Centre in the Greater Mekong Subregion (DEPDC/GMS), Youth Expedition Project

Taught basic English, mathematics, and soft skills to children, engaged in refurbishment projects, and organised a cultural carnival in Chiang Rai, Thailand, at DEPDC/GMS

FILOS COMMUNITY SERVICES, Social Needs Survey

Conducted door-to-door surveys and needs assessment interviews to uncover social, financial, and health issues among rental block residents

MIGRANT WORKERS' CENTRE, Day Activity

Designed and implemented activities such as paper quilting based on a needs assessment, engaging more than 20 migrant workers, and receiving positive feedback from them

CO-CURRICULAR ACTIVITIES

SMU INTERNATIONAL CONNECTIONS (ICON), *Executive Committee Marketing & Communications Deputy Director*

- Worked alongside Marcomms Director, designed collaterals (posters, EDMS, videos, logo, noticeboard) and vet through collaterals from the marketing directors across 14 Cultural Clubs
- Managed ICON's brand image and expanded outreach through social media platforms (Instagram, LinkedIn, reached 1.1k subscribers on Telegram Channel, and kickstarted TikTok)
- Implemented new website initiatives, such as streamlining event applications
- Involved in major school events such as Diverse-City, Vivace 2023

NGEE ANN POLYTECHNIC, SCHOOL OF HUMANITIES AND SOCIAL SCIENCE OUTREACH TEAM, *Subcommittee Member*

- Conceptualised and designed an online game within two weeks for Open House 2021
- Planned a volunteer activity with Willing Hearts, secured dates and timeslots for 25 volunteers to head down to the Soup Kitchen
- Involved in various outreach events such as Open House, RED Camp, and an award ceremony

SKILLS

- **Technical Skills:** RStudio, SPSS, Python, Qualtrics, Microsoft Office (PowerPoint, Word, Excel)
- **Languages:** English, Chinese, Basic Japanese
- **Design Software/Websites:** Figma, Adobe Creative, Canva, Wix, Squarespace, Clip Art Studio, Procreate
- **Certifications:** SMU CITI Certification, Google UX Design, Publicis Generative AI Storytelling 2024 Certification, AWARE Sexual Assault First Responder Workshop, HDB Community Mapping Workshop