

CINDY CHOON CHENG ONG

Master Specialist, Ministry of Education, Singapore

Academic Qualifications

- 2026 **DPhil in Education**, University of Oxford
- 2011 **MA in Education (Learning, Design & Technology)**, Stanford University
- 2005 **MA in English Studies**, National University of Singapore
- 2002 **PGDip in Education (Credit)**, National Institute of Education
- 2001 **BA in English Language and English Literature (2nd Upper Honours)**, National University of Singapore

Advisory Committees

- 2018 Member, OECD PISA 2021 ICT Expert Group
- 2015 – Member, Programme Advisory Committee, Translation & Interpretation Degree
Present Programme, Singapore University of Social Sciences

Research Experience

- Jan 2026 – **Use of Gamification and AI-driven Feedback for EdTech-Enabled Language Learning**
Mar 2027 Principal Investigator
Awarded SGD\$12,325 by the Senior Specialist Council Research Committee, Ministry of Education, Singapore
- Jan 2023 – **Staying the Course: Technology-enabled Programme to Support Health-Related**
Dec 2024 **Behaviour Formation in Secondary School Students**
Co-Principal Investigator
Awarded SGD\$8,480 by the Senior Specialist Council Research Committee, Ministry of Education, Singapore
- Apr 2020 – **Impact of Home-Based Learning on Educators, Parents and Students During COVID-**
May 2020 **19 School Closure**
Lead Researcher
Commissioned by Ministry of Education, Singapore
- Feb 2018 – **Better Chinese Mastery with Self-Paced Casual Learning Experiences**
Jul 2019 *Principal Investigator*
Awarded SGD\$49,862 by the eduLab Programme, Ministry of Education, Singapore
- Jan 2017 – **Optimising the Use of Videos for 21st Century Learning**
Dec 2017 *Principal Investigator*
Awarded SGD\$13,600 by the Senior Specialist Council Research Committee, Ministry of Education, Singapore

Journal Publication

- Ratner, S., **Ong, C.**, Mathers, S., & Murphy, V. A. (2025). 'Did a robot write that?': AI-generated digital storybooks. *ELT Journal*, 79(4), 595-604.

Conference Proceedings

- Ratner, S., **Ong, C.**, & Murphy, V. (2024, October). Reimagining Digital Learning Game Design and Development: A Case Study. In *eLearn: World Conference on EdTech* (pp. 636-641). Association for the Advancement of Computing in Education (AACE).
- Ong, C.** (2024, June 19-21). Integrating Adaptive Learning and Classroom Learning: A Single Case Study on Technology Onboarding. In *The Future of Education 14th Edition 2024*, Florence, Italy.
- Ong, C.C.** (2011, October 20-21). *Developing Core Communication Competencies Through Storytelling and Mobile Technologies*. "ICT for Language Learning" International Conference, Florence, Italy.
- Ong, C. C.**, & Teo, Y. H. (2007, June). Making Lessons Come Alive Through Video Streaming. In *EdMedia+ Innovate Learning* (pp. 4353-4357). Association for the Advancement of Computing in Education (AACE).

Conference Presentations

- **Ong, C.** (2025, April 23-27). *Qualitative Case Study on Students' Articulations and Actual Use of Adaptive Learning Systems in Singapore*. AERA 2025, Denver, Colorado, United States of America.
- **Ong, C.C.** (2024, September 9-12). *Adaptive Learning System Meets Classroom Learning: A Qualitative Case Study*. BERA Conference 2024, Manchester, United Kingdom.
- **Ong, C. C.** (2022, November 28-December 2). *Case Study of Teacher-Student Interactions in Singapore Classrooms Mediated by Personal Learning Devices*. 14th Asian Conference on Education, Tokyo, Japan.
- **Ong, C. C.** (2017, June 25-28). *Designing for Self-Directed Learning*. ISTE Conference 2017, San Antonio, Texas, United States of America.
- **Ong, C. C.** (2017, March 13-15). *Breathing New Life into Old Approaches: Rethinking Video Use for Language Learning*. 52nd RELC International Conference 2017, Singapore.
- **Ong, C.C., Tan, X.T., Chia, P.X. & Foo, S. Y.** (2016, March 30-31). *Using Design Principles to Design, Implement and Evaluate ICT-enabled Pedagogical Practices*. International Conference on Teaching and Learning with Technology 2016, Singapore.
- **Ong, C.C.** (2012, March 27-30). *Exploring the affordances of mobile technologies for casual learning in Language Arts*. International Conference on Teaching and Learning with Technology 2012, Singapore.
- **Ong, C.C.** (2010, Apr 19-21). *Thriving in the Future Educational Landscape: Reflecting on the River Valley High Experience*. Inaugural APEC-RELC International Seminar, Singapore.

Professional Appointments

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| 2026 – | Master Specialist, Technologies for Learning
<i>Educational Technology Division, Ministry of Education, Singapore</i> <ul style="list-style-type: none">• Lead strategic planning, partnerships and ethics projects pertaining to AI use, deployment and development for teaching and learning• Lead Futuring, monitoring and evaluation of local efforts at advancing EdTech and AI use to achieve desired teacher and student outcomes |
| 2015 – 2025 | Lead Specialist, Technologies for Learning
<i>Educational Technology Division, Ministry of Education, Singapore</i> <ul style="list-style-type: none">• Led in developing and cascading knowledge and forging partnerships focused on advancing pedagogical use of EdTech and AI for teaching and learning• Led design and translation of tech-enabled learning innovations and learning approaches, e.g., video-based learning |
| 2013 – 2014 | Assistant Director, Technologies for Learning
<i>Educational Technology Division, Ministry of Education, Singapore</i> <ul style="list-style-type: none">• Led formulation of educational technology policies and translational research• Provided strategic direction on R&D of EdTech innovations |
| 2012 | Senior Head, Technologies for Learning
<i>Educational Technology Division, Ministry of Education, Singapore</i> <ul style="list-style-type: none">• Administered educational technology related R&D programmes, made funding recommendations and reviewed projects• Formulated policy papers that reviewed state of ICT/IDM research and use in Singapore schools |
| 2011 | Educational Technology Officer, Technologies for Learning
<i>Educational Technology Division, Ministry of Education, Singapore</i> <ul style="list-style-type: none">• Led multidisciplinary teams to develop and prototype EdTech innovations• Led translation of EdTech innovations for effective implementation |
| 2005 – 2007 | Educational Technology Officer, Media Production
<i>Educational Technology Division, Ministry of Education, Singapore</i> <ul style="list-style-type: none">• Conceptualised, produced, and directed educational video programmes• Designed and developed educational websites and web content |

Teaching Experience

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| 2022 – Present | Associate Faculty
<i>School of Humanities and Behavioural Sciences, Singapore University of Social Sciences</i> <ul style="list-style-type: none">• Developed curriculum for the graduate diploma “E-Commerce and Website Internationalisation and Localisation” course• Designed and facilitated blended learning experiences to equip students with relevant professional knowledge and skills that are transferrable to the workplace |
| 2014 – 2020 | Adjunct Faculty
<i>Lee Kong Chian School of Business, Singapore Management University</i> <ul style="list-style-type: none">• Developed creative thinking curriculum that explored creativity across professional contexts• Designed and facilitated face-to-face and blended learning experiences to equip students with creative thinking skills applicable to the marketplace |
| 2008 – 2010 | Head of English Department
<i>River Valley High School, Singapore</i> <ul style="list-style-type: none">• Led redesign and implementation of the 4-year English Language Arts programme• Taught English Language Arts, General Paper, and English Language and Linguistics, and supervised Project Work at GCE ‘A’ Level |
| 2002 – 2004 | General Paper Lecturer and Tutor
<i>Saint Andrew’s Junior College, Singapore</i> <ul style="list-style-type: none">• Developed General Paper resource packages and remedial programmes• Taught General Paper and supervised Project Work at GCE ‘A’ Level |
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