

VICKIE CAI

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Graduated May 2025

Bachelor of Arts: Major in Asian American and Asian Diaspora Studies

GPA: 3.95

Selected Project Experience: Balancing Tongues: ESL Programs in Combating Asian American Stereotypes

- Conducted in-depth historical and policy research on the 1974 Lau v. Nichols Supreme Court case and its impact on ESL (English as a Second Language) education.
- Analyzed how legal precedent is used today to challenge racialized narratives and stereotypes of Asian American students.
- Synthesized findings from 30 professional and academic sources to answer question about the significance of case in a 13+ page final paper published in the [Asian American Research Journal](#)

SKILLS

Microsoft Office Suite, Google Suite, Adobe Creative Suite, Canva, Procreate, CapCut, HTML, CSS, Python, JavaScript, project management, keen attention to detail

Language Skills: Fluency in Cantonese, Mandarin, and English

EXPERIENCE

EASTWIND BOOKS

Berkeley, CA

Publicity Intern

JAN. 2025 - Present

- Planned 3 events with over 120 attendees: communicated with vendors on location and scheduling, coordinated with supervisor on registration of attendees, created event promo based on brand colors for specific books
- Execute day of marketing at events to sell over 60 books: interface with public community and authors, sell books based on events and customer's interest, maintain clean book display, handle transactions on Square and through cash
- Design marketing materials using Canva and write captions tailored to client branding and event messaging to drive interest and participation in community events
- Develop strategic community outreach with newsletters on Mailchimp and engaging posts on Instagram, increasing our reach by 1058% and doubling engagement in one month

UC BERKELEY FAMILY AND CULTURE LAB

Berkeley, CA

Research Assistant

AUG. 2024 - 2025

- Served as main lead coder for Chinese American families by analyzing parent child interactions using the Cheah Parental Warmth and Control Scale: kept data clean and organized, led meetings with reliability coder, and edited final research paper
- Received training to conduct interviews with children who speak Mandarin and Cantonese to analyze how bilingualism impacts socioemotional development and executive functions
- Completed CITI course for Human Research: Social and Behavioral Research and learned how to ethically conduct observational research and interviews with humans

BLUE AND GOLD YEARBOOK

Berkeley, CA

Design Editor

2023 - 2025

- Collaborated with diverse team of managing editors, photo editors, copy editors, and section editors to manage weekly deadlines on Google Suite and Slack to ensure timely submission of assignments and edits in a fast paced environment
- Introduced and implemented a production system that streamlined work submission, which allowed us to complete yearbook ahead of schedule
- Conducted 8+ design training workshops using Google Slides to teach designers new concepts and tools on Adobe InDesign, Illustrator, and Photoshop
- Edited design spreads based on a style guide to ensure brand and formatting consistency for the final yearbook
- Organized semester check-ins and over 5 socials with team members to foster a comfortable social and learning environment, spur communication between the designers, and develop team cohesion