

# Joshua Gonzalez

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## EDUCATION

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### Yale University, New Haven, CT

Aug 2018 - Dec 2024

- B.S. in Environmental Studies; Certificate in Advanced Language Study, Japanese; GPA 3.85
- 2.5 years of academic leave for professional experience (climate research, legal work) and international touring with the Yale Whiffenpoofs

### Japanese language study

- CET Japan at Osaka Gakuin University: 20 hour/week course in modern/business Japanese (June–Aug 2019)
- Genki Japanese & Culture School, Fukuoka: 6 months of study in modern Japanese (Sept 2017–May 2018)

## EXPERIENCE

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### Freelance Designer (Product, UX/UI, Branding)

Nov 2024 - present

- Provide product design, branding, and strategic support to early-stage startups, including Yale-affiliated ventures.
- Selected projects:
  - **Sustentra** (AI ESG pre-assurance SaaS): Translated proprietary AI backend into product demos and a public-facing website, leading UX research, UI design, and branding.
  - **Leppla Capital** (investment services): Redesigned website with new content strategy (articles, videos, and educational resources) to expand reach with middle-income investors.
  - **Verustruct** (3D-printed construction): Redesigned logo/branding; developed investor pitch deck.
  - **Nudist Audio** (audio plugins): Designed logo and marketing website.

### Research Assistant, Carbon Containment Lab, New Haven, CT

May 2022 - Dec 2022

- Produced investor and community outreach materials, including two-pagers, slide decks, and technical illustrations (facility cross-sections, process diagrams).
- Researched FEED studies, direct air capture technologies, and carbon capture funding pathways to support strategy and communications.

### Science & Policy Intern, Environmental Law & Policy Center, Chicago, IL

Sept 2020 - May 2021

- Co-authored a report on flood-related water pollution risks from coal/nuclear plants, wastewater treatment facilities, Superfund sites, and other high-risk Lake Michigan shoreline locations.
- Collaborated with US EPA and the Morton Arboretum on a vegetative buffers project to reduce PM2.5; used ArcGIS to analyze traffic, elevation, and equity factors at near-freeway Chicago schools.

## LEADERSHIP & ACTIVITIES

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### Tour & Marketing Manager (Design & Branding), The Yale Whiffenpoofs

Aug 2023 - Aug 2024

- Generated \$500K+ revenue across 205 performances as part of the business team for the Whiffenpoofs, a self-funded a cappella group.
- Directed marketing and design, producing press kits, posters, social media graphics, and merchandise (T-shirts, tote bags, CDs); increased sales by 120% over 9 months of domestic touring.
- Managed international tours in Japan, the Philippines, Taiwan, and Singapore, coordinating logistics, outreach, and venue partnerships.

### Lead Project Editor/Copy Editor, The Yale Daily News

Oct 2018 - May 2021

- Oversaw editing of *50 Yale Admission Success Stories*, a 70,000-word YDN-published book; led the editing team of the YDN Magazine.
- Managed and trained a team of 10-15 copy editors; provided AP Style training to reporters.

## SKILLS

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### Product & Design

UX/UI Design, Interaction Design, Branding, Copywriting, Technical Writing, Content Strategy, Research

### Technical

Python, SQL, ArcGIS

### Creative Tools

Figma, Framer, Photoshop, Illustrator, InDesign, Premiere, Blender, FigJam

### Languages

English (native), Japanese (advanced)