

Joshua Gonzalez

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EDUCATION	Yale University New Haven, CT	B.S. Environmental Studies , Energy and Climate; GPA: 3.85 AUG 2018 – DEC 2024 2.5 years of structured academic leave for research, legal work, and international touring; see “Other Experience”
EXPERIENCE	Freelance/ Contract remote <i>Selected clients:</i> Leppla Capital Management Sustentra	UX/UI & Branding Designer DEC 2024 – PRESENT - Providing product design, branding, and strategic support to early-stage startups in the Yale ecosystem Boutique investment advisory firm MAY 2025 – PRESENT - Redesigning and building firm website to support a shift from UHNW clients to middle-income investors, surfacing new services and educational materials - Writing marketing copy and creating messaging (slide decks, videos, social media) for educational and investor outreach ESG pre-assurance SaaS startup DEC 2024 – MAR 2025 - Defined features through journey mapping, stakeholder interviews, and competitive analysis; worked in Agile sprints and applied OOUX to translate backend logic into a metric-based interface - Created interactive MVP demo in Figma to demonstrate document matching, data uploads, and compliance tracking workflows - Led design and copywriting for the company’s logo, branding, and marketing site
PROJECTS	Mora	Productivity app (solo project) AUG 2025 – PRESENT End-to-end design on a focus mobile app, applying behavioral insights from user surveys and research on gamification mechanics
SKILLS	Design Editorial Tools Code	Interaction design, Visual design, Usability testing, Journey mapping, OOUX, Heuristic evaluation, Wireframes, Prototypes, Content strategy Science communication, Copywriting, Copy editing, Technical writing Figma, Framer, Adobe Creative Suite, Blender Python, HTML, JavaScript, SQL
OTHER EXPERIENCE	Environmental Singing Language	1.5 years of leave spent interning at a climate law nonprofit and conducting carbon capture research (incl. DAC tech, FEED studies, stakeholder outreach) 1 year touring as a singer with the Yale Whiffenpoofs; grossed >\$500K, doubled merchandise sales, and organized international tours across 23 countries as a member of the business team Japanese (advanced proficiency); ~9 months of intensive study, including coursework in Fukuoka and Osaka