

ELIZABETH WELCH

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PROFESSIONAL EXPERIENCE

CHIPPLY

Milwaukee, WI (remote)

Product Designer

September 2024 – Present

Design end-to-end experiences for an enterprise resource planning (ERP) platform for apparel decorators and dealers.

- Partner directly with founder to shape new product features; workshop initial concepts, surface product questions and edge cases, and develop prototypes to align on direction
- Design information-dense interfaces across inventory, production, purchasing, and other core ERP workflows, organizing complex data and actions to support day-to-day operations
- Drive transition toward AI-enabled product development; introduce new agent-based prototyping workflows to product leadership and collaborate with engineers on adoption, reducing reliance on Figma
- Spearheaded research and redesign of eCommerce experience; conducted longitudinal user research, developed customer personas, and translated findings into a phased product roadmap focused on increasing purchases and GMV-based revenue; led initiatives through development and launch
- Guide engineers through design implementation; walk through designs, provide ongoing feedback, resolve questions, and engage product stakeholders to clarify complex workflows and requirements
- Built and maintain company-wide design system, standardizing components and interaction patterns to improve product consistency and development efficiency
- Present product and design initiatives at annual customer summit to 100+ customers, communicating product strategy, research insights, and upcoming platform improvements

SIFT

San Francisco, CA

Co-Founder & Product Designer

November 2025 – Present

Design and develop an AI-powered meal planning app that optimizes menus around ingredient use and user preferences.

- Design interactions for AI-generated meal planning, combining natural language input with structured actions for generating, editing, and refining weekly menus
- Built the front end using AI coding agents; partner with iOS engineer on backend integration and architecture

THE SOUR DOUGH

Boston, MA

Founder & Sole Operator

January 2024 – September 2024

Founded and independently operated a direct-to-consumer gluten-free sourdough business serving the Boston area.

- Sold 200+ loaves while maintaining profitability throughout its operation; managed branding, marketing, customer acquisition, finances, production, and fulfillment
- Doubled daily production capacity through improved processes, fulfilling every customer order

BROOKS HILL PARTNERS (NOW SPINNAKER LIFE SCIENCES)

Boston, MA

Senior Associate

August 2022 – January 2024

Conducted venture capital investing and strategic consulting for healthcare and life sciences companies.

- Led research and due diligence across emerging health technology sectors, including 3D printing and blockchain; conducted market analysis, competitive research, deal sourcing, and valuation, contributing to investments
- Developed strategic recommendations for life sciences clients, conducting market analyses, building valuation models, and translating scientific research into actionable client recommendations
- Managed and mentored interns and junior associates across investment and consulting engagements; developed a week-long training program spanning consulting, venture capital, and operational workstreams

EDUCATION

Williams College

Williamstown, MA

B.A. in Biology and English | GPA: 3.93 / 4.00

June 2022

- Awards: Phi Beta Kappa; Highest Honors in English; Arthur R. Kaufman Prize in English; Class of 1925 Scholar-Athlete Award
- Athletics: NFHCA Second-Team All-American; Captain, Varsity Field Hockey; Varsity Ice Hockey
- Leadership: Co-Chair of Peer Health, a student-run peer counseling organization

PERSONAL & COMMUNITY

- **ArtSeed** (March 2025 – Present): Board member and volunteer for arts education nonprofit; facilitate youth apprenticeships and community workshops to build creative confidence through art-making; support programming for youth, adults with disabilities, and veterans
- **Interests:** Tennis, Skiing, Cooking, DIY Projects, Poetry, Art History, Roadtripping