

ELIZABETH WELCH

ewelch11278@gmail.com | 339-927-5505 | San Francisco, CA | www.elizabethwelchdesign.com | [LinkedIn](#)

EDUCATION

Williams College

3.93 GPA | Jun 2022

Bachelor of Arts - Biology and English.

- Phi beta kappa.
- English thesis, high honors.
- Varsity field hockey, captain, NFHCA 2nd team All-American.

Flatiron School

Jan 2024 - April 2024

Product design course.

SKILLS

Product design

Figma

AI Coding (i.e., Cursor)

AI Prototyping (i.e., Lovable)

Workflow diagrams

Interaction & visual design

Wireframing & prototyping

User research

Design systems

Business strategy

Product strategy

Communication

Teamwork

Data analysis

Leadership

Entrepreneurship

EXPERIENCE

Product Designer

[Chippily](#) / Sep 2024 - Present

- Design end-to-end user experiences for an enterprise platform that combines eCommerce and shop management for apparel dealers.
- Shipping features, from discovery through handoff across core ERP workflows.
- Developed phased project for eCommerce to increase GMV-based revenue.
- Built and now maintain a cross-platform design system to support consistency and efficiency at scale.
- Collaborate with PMs, engineers, and business leads to align design with business goals.

Freelance Product Design

[Elizabeth Welch Design](#) / Nov 2023 - Present

- Collaborate with founders to design early-stage products 0>1, incl. research, prioritization, and prototyping.
- Projects have included an AI-powered meal planner (personal), baseball stats app, and a digital golf scorecard.

Founder

[The Sour Dough](#) / Jan 2024 - Aug 2024

- Launched a gluten-free sourdough business and fulfilled 200+ orders in the Boston area.
- Created the brand identity, executed operations, maintained finances, and grew customer base.

Senior Associate

[Brooks Hill Partners](#) / Aug 2022 - Jan 2024

- Market and competitive research, deal sourcing, and due diligence for venture capital investments in the health tech space, incl. blockchain and AI technologies.
- Developed strategic consulting solutions for life sciences clients, including market analysis, valuation models, and innovation strategy.