

ELIZABETH WELCH

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PROFESSIONAL EXPERIENCE

CHIPPLY

Product Designer

Milwaukee, WI (remote)

September 2024 – Present

- Design an enterprise resource planning (ERP) platform for apparel decorators, distilling complex workflows across inventory, production, purchasing, and other business operations.
- Partner directly with the founder to shape new product features and define requirements.
- Drive the transition toward AI-enabled prototyping, reducing reliance on Figma; develop agent-based design workflows and collaborate with engineers on adoption.
- Spearheaded redesign of the eCommerce experience, including longitudinal user research, advocacy to product leadership, and development of a phased roadmap to drive purchases and GMV-based revenue.
- Built and maintain the company-wide design system, standardizing components and interaction patterns to improve consistency and development efficiency.
- Present research insights and design initiatives to 100+ customers at the annual customer summit.

SIFT

Founder & Design Engineer

San Francisco, CA

November 2025 – Present

- Founded, design, and develop an AI-powered meal planning app that creates personalized weekly menus while optimizing ingredient use.
- Lead go-to-market strategy, including product positioning, user acquisition, and paid marketing campaigns.

THE SOUR DOUGH

Founder & Sole Operator

Boston, MA

January 2024 – September 2024

- Sold 200+ loaves while maintaining profitability; 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)

Senior Associate

Boston, MA

August 2022 – January 2024

- Developed strategic recommendations for life sciences clients, conducting market analyses, building valuation models, and translating scientific research into actionable business insights.
- Led venture capital research and due diligence across emerging health technology sectors, conducting competitive analyses, deal sourcing, and valuations to inform investment decisions.
- Managed and mentored interns and junior associates across investment and consulting engagements.

EDUCATION

Williams College

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

Williamstown, MA

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.
- **Interests:** Tennis, Skiing, Cooking, DIY Projects, Poetry, Art History, Roadtripping