

ELIZABETH WELCH

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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

Journey mapping

Interaction & visual design

Wireframing & prototyping

User research

Design systems

Design handoff

Figma

Cursor

Business strategy

Product strategy

Communication

Teamwork

Data analysis

Leadership

Entrepreneurship

EXPERIENCE

Associate 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.
- Shipped 5+ features, from discovery through handoff across core ERP workflows.
- Led a user research study to identify eCommerce UX opportunities that reduce friction and increase 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 tools, incl. a digital golf scorecard and a crypto finance platform.
- Lead research, design system creation, and prototyping to deliver high-fidelity, testable MVPs.

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.