

ELIZABETH WELCH

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

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

Competitive analysis

Business strategy

Data analysis

User research

Concept sketching

Solution prioritization

Wireframing

Prototyping

Communication

Leadership

Teamwork

Entrepreneurship

EXPERIENCE

Freelance Product Design & Management

Elizabeth Welch Design / Jan 2024 - Present

- Collaborate with technical and business stakeholders for product design and strategy.
- Projects have spanned from 0>1 to iterations, incl. competitive analysis, prioritization, visual hierarchy, wireframing, and prototyping.

Founder

The Sour Dough / Jan 2024 - Aug 2024

- Launched a gluten-free sourdough business, with 200+ orders in the Boston area.
- Created brand identity, strategized growth, maintained finances, and executed operations.

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 artificial intelligence (AI) technologies.
- Developed strategic consulting solutions for life sciences clients, including market analysis, valuation models, and innovation strategy
- Led company initiatives, incl. new hire training, program management, and a weekly healthcare industry blog (wrote 9 articles).

Copywriter (part-time)

Women's Health Startup / Aug 2023 - Nov 2023

- Crafted the brand voice for the resource channel of a stealth women's health platform
- Wrote 9 articles on topics across the women's health space while leveraging SEO practices.