



WILLIAMSON

BRAND · PRODUCT · MEDIA

Curriculum Vitae 2026

Lucas Allen Williamson

lucas@productrefinery.co

(513) 888-7323

SUMMARY

I build the product, craft the brand it wears, and capture the media that sells it.

Fifteen years taking consumer products from sketch to launch as a founder, an agency creative lead and a manufacturing partner.

EXPERIENCE

Product Refinery Inc. — Founder and Creative Director

2018 – Present

Lead a product development agency that has worked on 100+ consumer products, helping founders and brands, develop innovative ideas into profitable, scalable businesses.

- **Research & assessment:** features, user experience, materials, processes and market fit.
- **Concept development:** sketching and iteration to lock features, materials and feasibility.
- **CAD modeling & DFM:** production-ready CAD, factory DFM revisions and photorealistic renderings.
- **Requirements package:** PRD, tech pack, BOM, packaging, and engineering with specialist partners.
- **Supply chain & production:** sourcing, RFQs, prototyping, tooling, inspection and logistics.

Cleanup Collective — Founder

2022 – 2025

- Community cleanup venture; two-year Cincinnati Parks Foundation partnership, 24 park cleanups.

Funded Today — Senior Graphic Designer

2017 – 2019

- Designed and directed crowdfunding campaigns at a firm ranked #27 on the Inc. 5000.

Grypmat — Designer, Product Development

2016 – 2017

- Owned all brand, packaging and sales creative, and directed the Kickstarter campaign.

Launch Labs — Co-founder, Designer, Partner

2015

- Co-founded an innovation studio helping startups, corporations and universities prototype and launch products; led branding and innovation strategy. Later exited.

Juiceboxx — Co-founder, Designer, Partner

2013 – 2015

- Designed and prototyped the product; facilitated injection-molding and packaging production; exhibited at CES.

NMC Athletics — Founder, Director of Design

2010 – 2014

- Custom screen-printed and sublimated apparel for clients in 36+ states.

SKILLS

Sketching · 3D Modeling · Prototyping · Additive Manufacturing · Subtractive Manufacturing · Injection Molding · Softgoods · Adobe Creative Cloud · Figma · Claude Code · Global Supply Chain Management

SERVICE

Mount St. Joseph University Wrestling — Volunteer Assistant Coach

2018 – 2024



TEACHING

University of Cincinnati Venture Lab — Partner and Coach 2024 – Present

- Coach student and faculty founder teams in UC's pre-accelerator on product development, prototyping, branding and launch.

Guest Speaker & Workshop Facilitator 2014 – Present

- Talks and hands-on workshops on product design, creativity and entrepreneurship at Columbus College of Art & Design, Rose-Hulman Institute of Technology, Ohio University, the University of Cincinnati and Xavier University.
- Rose-Hulman Engineer-a-thon: guest speaker and mentor (2025), keynote and mentor (2026).
Startup Cincy Week: workshop on turning raw ideas into launch-ready products.

Competition Judge 2021 – 2026

- UC CSEA Innovation Challenge, 24 teams (2026); UC Startup Weekend and Innovation Challenge finals (2026); Ohio State pitch competition (2021); Ohio University.

Mentor 2025 – Present

- Mount St. Joseph University School of Business student venture teams.

EDUCATION

Mount St. Joseph University — BFA, Graphic Design Expected May 2027

Dean's List (2x)

The Ohio State University — Industrial Design 2011 – 2014

Entrepreneurship and Fine Arts minors

Columbus College of Art and Design — Industrial Design 2009 – 2011

RECOGNITION

- 1st place, StartupCincy Green Room, and a \$30K grant — Cleanup Collective, Founder
- TIME Best Inventions 2018 and Shark Tank; \$125,000+ Kickstarter — Grypmat, Designer
- Kong beer bong: \$3M in its first year, 350,000+ units — Product Refinery, Design Lead
- JoGo coffee straw: concept through tooling; 2021 Kickstarter raised \$375K+ and shipped 15,000+ units to backers — Product Refinery, Design & Manufacturing Lead
- SkyValet: \$900K+ crowdfunded — Funded Today, Campaign Designer
- Juiceboxx: \$32K Kickstarter to stores in 100 countries; in The Washington Post and Entrepreneur — Co-founder
- Back-to-back winner, Ohio State Business Plan Competition — NMC Athletics and Juiceboxx
- Eagle Scout, Troop 710

REFERENCES

Paul Reeder

Executive Director, Center for Innovation Strategies, Ohio State · reeder.6@osu.edu

Josie Dalton

UC Venture Lab, University of Cincinnati · daltonji@ucmail.uc.edu

Charles Mason Jr.

Head Wrestling Coach, Mount St. Joseph University · charles.mason@msj.edu