



WILLIAMSON

BRAND • PRODUCT • MEDIA

Resume 2026
lucaswilliamson.co
Lucas Allen Williamson
linkedin.com/in/lucasawilliamson

SUMMARY

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

Founders bring the idea; I bring the map. Fifteen years of taking products taken from sketch through prototyping, packaging, tooling, and the campaign that sells them.

EXPERIENCE

Product Refinery Inc. — Founder and Creative Director 2018 – Present

- Lead a product development agency that has taken consumer products to market for 100+ founders and brands, from positioning through design, sourcing, tooling, packaging and launch.
- Took the JoGo coffee straw from concept through tooling: \$375K+ crowdfunded, 15,000+ units.

Funded Today — Senior Graphic Designer 2017 – 2019

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

Grypmat — Designer, Product Development 2016 – 2017

- Directed a Kickstarter that raised \$125,000+ in presales; the product went to Shark Tank and TIME Magazine Best Inventions 2018. Owned all brand, packaging and sales creative.

Earlier ventures 2010 – 2015

- Co-founder, Launch Labs innovation studio · Co-founder, Juiceboxx, wholesale to 100 countries · Founder, NMC Athletics, custom apparel for clients in 36+ states.

EDUCATION

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

The Ohio State University — Industrial Design 2011 – 2014
Entrepreneurship and Fine Arts minors

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

RECOGNITION

- TIME Best Inventions 2018 and Shark Tank, Grypmat
- Design lead, Kong: \$3M in its first year, 350,000+ units
- Campaign design, SkyValet: \$900K+ crowdfunded
- 1st place, StartupCincy Green Room, and a \$30K grant, Cleanup Collective
- Juiceboxx: \$32K Kickstarter to stores in 100 countries; featured in The Washington Post and Entrepreneur
- Two-time winner, Ohio State Undergraduate Business Plan Competition