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I AM,

FREDARIC

MATHEW LAL

DESIGN LEADER | PRODUCT STRATEGIST

With my Experience in design, I can help you create a highly usable as well as aesthetically good looking product.

EXPERIENCE

UX Design Lead, **Value Labs** (Aug 2025 - Present)

Plansource India got acquired/ Re-Badged by Value Labs since Aug 2025.

- Work or Role-wise there was no change due to the acquisition.

UX Design Lead / Triad Leader, **Plansource** (Aug 2021 - Jul 2025)

U.S. Based Software Company who are primarily into Benefit Administration.

- Founded and led the design team, defining the team and product vision aligned with strategic goals.
- Elevated global visibility of design, securing early involvement in product discussions and establishing design as a key pillar in the product triad.
- Built scalable design processes and team structure from the ground up.
- Recruited, mentored, and managed a high-performing team of designers.

Senior UX Designer III, **Deloitte** (Jan 2021 - Aug 2021)

Hashedin got acquired by Deloitte in Jan 2025.

- Work or Role-wise there was no change due to the acquisition.

Senior UX Designer III, **Hashedin** (Jun 2020 - Jan 2021)

Technology Firm primarily into consulting

- Worked with various National and international clients like Kroger, Honeywell, MyGate, Pidilite etc. to define and design their products.
- Mentored Junior designers.
- Was Product Owner for some ideas in "Hashedin Product Innovations". Defined ideas were converted to PRD's and fuelled design and development for new POC's.

UX Designer, Yokogawa (Jul 2017 - Mar 2020)

Japanese MNC primarily into Industrial Automation

- Designed some data heavy web and mobile applications for the company.
- Created some innovative UI patterns which were patented by the company.
- Created design system for Amnimo, a new subsidiary of Yokogawa providing IIOT SaaS

UX Designer, HealthSocho (Mar 2016 - Apr 2017)

An E-Commerce Platform startup for Natural Medicine

- Managed a cross functional team of design interns and on-contract developers in creating Healthsocho E-Commerce portal and some in-house mobile applications.
- Led the design of the portal, recommended enhancements based on user research insights, and achieved a ~300% increase in monthly conversion rates.

UI/UX Designer, Brandframe (Dec 2012 - Jan 2016)

Startup Digital Agency Primarily targeting branding requirements

- Worked on design of User Interfaces for web and mobile apps and games.

EDUCATION

Sahrdaya College Of Engineering and Technology, **B.Tech**

CONNECT



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