Efrain Calderon

Senior Product Designer | **Healthcare tools for frontline teams**

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Portfolio: www.efrain.design

Senior product designer with 8 years in health tech, beginning in customer support and operations. Designs workflow tools for frontline care teams, including compliance, engagement, onboarding, and scheduling, over about four years at Cityblock Health.

EXPERIENCE

Cityblock Health (Remote)
Value-based care for Medicaid and Medicare. Sidewalk Labs spinout; $400M Series D, $5.7B valuation.

Senior Product Designer Dec 2022 – Sep 2025

- Spotted a safety gap shadowing an EMT, persuaded leadership to add it to the roadmap, and shipped a lean MVP of structured risk logging with guidance, adopted by 200+ field staff in all markets.
- Redesigned digital consent so staff could text forms or collect them in person as a pandemic-era policy expired, reducing written-consent turnaround time from 26 to 5 days.
- Redesigned appointment scheduling with earlier provider surfacing and a guided mode that let lower-cost staff handle complex tasks, reducing rescheduling errors and time-to-appointment.

Product Designer Nov 2021 – Dec 2022

- Supported on-time launch of two markets (~15K contracted lives) by designing a patient data ingestion tool that kept the outreach pipeline full and payer contract SLAs on track.
- Developed company-wide content design guidelines, reducing copy inconsistency across clinical products and contributed reusable components to the design system.

Oscar Health (Onsite - New York, NY)
Direct-to-consumer health insurer. Grew from ~40K to 400K+ members during my tenure; IPO in 2021.

Senior Analyst, Oscar Appointments Oct 2018 – Mar 2020

- Conducted user interviews and ethnographic research to surface member and provider needs, shaping requirements for the Oscar Appointments scheduling tool.
- Negotiated adoption of Oscar Appointments with physicians and independent practice groups, bridging product capabilities with real provider workflows.

Coordinator, Partner Program Jun 2017 – Sep 2018

- Reduced physician outreach cycle time by 50% through workflow redesign and process standardization.

Customer Support Nov 2015 – May 2017

- Resolved 63% of product bug tickets without escalation to the product team.

SKILLS

Design: Product design, Interaction design, UI design, User research, Prototyping, AI-assisted prototyping, Design systems, Accessibility (WCAG), Content design, Service design, Group facilitation
Tools: Figma, Claude Code, Cursor, Windsurf, Adobe Suite, Maze

EDUCATION

New Jersey City University, BA, Political Science
UX Academy, Designlab, Certificate in UX Design