

# 2025 LOVE DATA WEEK SPEAKER

## Steve Franconeri

Northwestern University



Professor of Psychology, Weinberg  
College of Arts & Sciences

Professor of Design, McCormick School  
of Engineering (Courtesy)

Director, Northwestern Cognitive  
Science Program

Professor of Marketing (Courtesy)

Steven Franconeri is leading scientist, teacher, and speaker on visual thinking, visual communication, and the psychology of data visualization. He is a Professor of Psychology in the Weinberg College of Arts & Sciences at Northwestern, Director of the Northwestern Cognitive Science Program, as well as a Kellogg Professor of Marketing by Courtesy. He is the director of the Visual Thinking Laboratory, where a team of researchers explore how leveraging the visual system - the largest single system in your brain - can help people think, remember, and communicate more efficiently.

His undergraduate training was in computer science and cognitive science at Rutgers University, followed by a Ph.D. in Experimental Psychology from Harvard University, and postdoctoral research at the University of British Columbia. His work on both Cognitive Science and Data Visualization has been funded by the National Science Foundation, as well as the Department of Education, and the Department of Defense. He has received a prestigious National Science Foundation CAREER award, given to researchers who combine excellent research with outstanding teaching, and he has received a Psychonomic Society Early Career award for his research on visual thinking.