

Brian Romer

Data Visualization & UX Design

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PROFILE

The common thread through twenty-five years of turning complex data into intuitive interfaces, visualizations, and AI tools is translating expertise. I learn how scientists, researchers, and engineers think about their work, then make it legible to the people who need it. For seven years that was leading the design function at Thomson Reuters Labs, at the intersection of data science, legal tech, journalism and AI. Now my work is pointed at conservation, ocean science, and climate tech; where the measurement problems are hard, the data is rich, and design is often under-served.

SKILLS

Data visualization · UX / UI design · AI interface design · User research · Design thinking facilitation · Animation · Science communication · Team leadership · Business strategy

EXPERIENCE

Romer Creative · Principal, Data Visualization & UX Design

May 2022 – Present

Salem, MA

Freelance design practice focused on AI interfaces, data visualization, and science communication.

- UX research, design, and prototyping for Fidelity: an agentic financial research support system for professional analysts, with AI-generated charts, tables, and custom workflow tooling.
- UX research, design, co-development, and testing of custom AI interfaces for UK law firms.
- Custom data visualization tools for biotech startups, enabling navigation of large, complex datasets.
- Actively targeting mission-driven organizations in conservation AI, ocean science, and climate tech: the sector has strong science and significant design gaps, particularly in acoustic data visualization and researcher-facing interfaces.

Thomson Reuters Labs · Director of Design

December 2014 – April 2022

Boston, MA

Pioneered the design function inside a new data science research group. Built and led a global, full-spectrum design team from the ground up.

- Architected, hired, and led an international design team spanning UX research, prototyping, custom applications and data visualization.
- Co-led the Human-Centric AI research theme, positioning design as a core discipline in AI development.
- Helped lead and facilitate a design thinking workshop for NASA about overcoming barriers to innovation.
- Published writing on design's role in AI and innovation: *“What Design Brings to AI,” “Design Thinking for Rocket Scientists.”*

- Created a design internship program with Northeastern University's College of Arts, Media and Design.
- Organized and ran hackathons and design thinking workshops across the Labs organization.
- Collaborated on business strategy within the Labs Leadership group.

Romer Creative · Principal

May 2008 – November 2014

Salem, MA

High-end animation and interactive work for clients ranging from museums and medical device companies to software consultancies. Evolved technical offerings in response to shifting market needs across the Flash-to-web transition.

Mullen Advertising · Senior Animator

October 2005 – May 2008

Wenham, MA

Built interactive animation for a newly formed digital group, collaborating with creative directors, writers, and information architects to pitch and produce online work for major clients.

EDUCATION

Colorado College · Colorado Springs, CO

1989–1991

Studied a range of subjects including Mandarin Chinese; left to teach English and study Chinese in Hunan Province, 1991–1992.

LANGUAGES & INTERESTS

Languages Spanish, Mandarin Chinese

Interests Classical piano, electronic music production, photography, salsa dancing, travel