Lein de Leon Yong

Ph.D. Candidate

Arts, Media, and Engineering School

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Education

Media Arts and Sciences PhD Program. Herberger Institute of Design and Arts at the ASU. August 2021- Present. GPA 3.9.

Awards

- February 2025. *Graduate Student Government.* Travel Grant.

- August 2021- May 2025. *Herberger Institute of Design and Art* at *Arizona State University* .25 Graduate Assistant RA /TA Award.

- September 2021- August 2025. International Graduate Studies Scholarship Mexico's *CONAHCYT Consejo Nacional de Humanidades, Ciencias y Tecnología* (National Council of Humanities, Sciences and Technologies).

- August 2021- July 2024. Graduate Studies Scholarship Garcia Robles *Comexus - Fulbright* Grant.

Master of Arts in Art History with focus on Film Studies. *Mexico National Autonomous University.* 2016-2017. GPA 3.8.

Awards:

- 2016 – 2017. National Graduate Studies Grant, from Mexico's *CONACYT.*
- Summer 2017. Research Travel Grant *PAPIME - UNAM.*

Bachelor of Fine Arts in Film Production. *National Film School - Mexico National Autonomous University (CUEC-UNAM)* 1998 – 2003. GPA 3.5.

- Filmic Thesis Support Grant *from National Film Archives, UNAM.*

Presentations and Publishing

Machine Vision and the Birth of Narrative Cinema. Projected presentation at the Cut/Generate: Montage and AI conference in Paris, France. April 2025.

Two Way Street: A Multidisciplinary Survey About Saliency and Attention. Poster presentation at the Visual Science of Art Conference Aberdeen, Scottland. August 2024.

Automated Saliency Prediction in Cinema Studies. Article published by *Projections* edited by the *Society for Cognitive Studies of the Moving Image.* February 2024.

Nova Aera. A collective micro-novel published by Syllble Books. October 2023.

Visual Saliency in Film Studies: A Python-based AI Case Study, NECS 2022 Conference Epistemic Media: Atlas, Archive, Network. June 2022.

Hollywood Style and the Cinema of the Periphery. Presented at the Spring School: *Southern gaze(s) in audiovisual narratives*, at Global Ethic Institute in the Tübingen University. April 2017.

Research Groups

Imaging Lyceum at Arts, Media, and Engineering School, Arizona State University. 2021 – 2024.

The Imaging Lyceum at Arizona State University is a transdisciplinary research lab exploring computational imaging, optics, and visual media. Led by Assistant Professor Suren Jayasuriya, the lab investigates novel camera systems, imaging techniques, and visual representation in the 21st century.

Other Cinemas, led by David Wood Ph.D. at the IIE (Institute of Aesthetics Research), UNAM. 2016 – 2017

Membership in Professional Organizations

2025 – 2026 *SCMS - Society for Cinema and Media Studies*

2022 – 2024 *SCSMI - Society for Cognitive Studies of the Moving Image.*

2022 – 2023 *GPSA - Graduate and Professional Studies Association.*

2021 – 2022 *NECS - European Network for Cinema and Media Studies.*

Professional Working Experience

Teaching Assistant. AME 210 Media Editing. *Herberger Institute of Design and Art* at *ASU*. Tempe Arizona. August 2023 – May 2025.

As a Teaching Assistant for the Media Editing course under Professor Byron Lahey, I provided academic support to students in their introduction to digital photography, illustration, sound recording, post-processing, and film editing using Adobe software. My responsibilities included grading assignments, offering guidance on course material, and addressing student inquiries related to technical and conceptual aspects of their projects. I helped facilitate a productive learning environment by ensuring students had the necessary resources and feedback to develop their skills in digital media production.

Teacher. AME 210 Media Editing. *Sidney Poitier Film School, Arizona State University.* Jan – May 2024.

As an Instructor for the Media Editing course, designed and delivered lessons introducing students to digital photography, illustration, sound recording, post-processing, and film editing using Adobe software. Assessed assignments, facilitated discussions on industry practices, and ensured a comprehensive understanding of digital media production workflows. My role emphasized fostering both technical proficiency and artistic expression in a collaborative learning environment.

Instructor aide at the *Image Steam STEAM AI and Computer Vision Curriculum project*. Summer 2023, 2024.

The Images STEAM Project, an NSF-funded initiative, introduces teachers and middle school students to AI and computer vision through visual and computational media. Developed by Arizona State University, it provides a free, curriculum development that integrates STEM and the arts. Teachers receive training to implement AI-focused lessons, while students engage in hands-on workshops exploring digital imaging, image classification, object detection, and generative AI. There I provided guidance on software tools and creative processes, fostering engagement in STEAM education.

Instructor at the *Digital Culture Summer Institute* at *Herberger Institute of Design and Arts, ASU.* Summer 2022.

The Digital Culture Summer Institute at Arizona State University is a creative, hands-on program that combines art, media, technology, and engineering. Through workshops in digital music, game design, 3D modeling, and interactive media, students explore innovative ways to bring ideas to life while working with experts in the field. There I taught green screen workshops, introducing students to chroma keying, video production, and digital compositing. Through hands-on projects, I helped them experiment with visual effects and bring their creative ideas to life.

Editor and Post-producer at *Maz Mexico*. Mexico City, Mexico. 2019-2021.

Developed scripts and managed project development for video content. Edited and handled post-production for government videos broadcast on TV and social media, ensuring high-quality visuals through color correction, audio integration, and motion graphics. Supervised projects with external vendors, coordinating

production to meet creative and technical standards. Created and curated social media content, crafting engaging narratives to enhance audience engagement.

Video Editor at *Dinamita Post*. Mexico City, Mexico. 2015 – 2019.

Edited video content for high-profile projects, including a *Netflix* documentary on and the *Emmy* Award-winning series "Club de Cuervos." Additionally collaborated on *Amazon Prime Video* productions, and international advertising campaigns for brands lie *Quaker Oats,* always ensuring alignment with creative vision and technical standards.

Videoproducer. *Greenpeace Mexico* and *USA*. Mexico City, Mexico. 2012 –2015.

Greenpeace México is a non-governmental environmental organization focused on promoting sustainability, protecting natural resources, and advocating for climate action through activism and public awareness campaigns. Started as an intern at the Greenpeace USA office before transitioning to a video producer role at Greenpeace México. Produced and edited video content to support environmental initiatives, including the "Toxic Tours" campaign, which exposed industrial pollution in key waterways to drive policy change. Developed compelling narratives in collaboration with campaign teams, managing all aspects of video production from concept to final edit. Supervised post-production processes, coordinated with external vendors, and ensured high-quality content delivery for social media, public outreach, and advocacy efforts.

Freelance photographer for editorials *Condé Nast, Expasion, Reforma* and *Excelsior*. 2007 – 2013.

Collaborated with prominent publications, including Quién, Reforma, Condé Nast México, and Excélsior, capturing high-quality images for various sections. Specialized in photographing social events, culinary features, travel stories, and editorial portraits, delivering compelling visuals that enhanced storytelling and audience engagement. Managed all aspects of the photography process, from concept development to post-production editing, ensuring alignment with each publication's aesthetic and editorial standards.

Skills

Languages:

- Spanish: native speaker.
- English: TOEFL iBT 104.
- Mandarin Chinese: HSK3.
- French: Reading Comprehension.

Media Editing Software:

Final Cut Pro, Adobe Suite, AVID Media Composer, and Da Vinci Resolve. Post-production processes and media management. Digital color correction, and motion graphics design.

Coding:

Python programming language. Java JS5. Cycling Max.