# Juan Sergio Ponce de Leon

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## RESEARCH INTERESTS

Consciousness science, philosophy of mind, artificial intelligence. Computational, philosophical, & empirical approaches.

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PhD, Cognitive and Information Sciences  University of California, Merced, School of Social Sciences, Humanities, and Arts  Dissertation (in preparation): Consciousness, complexity, and silent neurons: Philosophical and empirical investigations for integrated information theory (IIT)	2021 – 2026 (expected)
MS, Cognitive and Information Sciences University of California, Merced, School of Social Sciences, Humanities, and Arts	2025
MS, Information University of Michigan, School of Information Specializations: Human-Computer Interaction; Information Analysis and Retrieval	2019
Non-degree seeking coursework in mathematics & computer science Washtenaw Community College	2005, 2015
BS, Environment University of Michigan, College of Literature, Science, and the Arts Specialization: Urban and Environmental Planning	2008

## **TRAININGS & WORKSHOPS**

MESEC Winter School 2024  Mediterranean Society for Consciousness Science	March 19 – 23, 2024
Special Advanced Course: Integrated Information Theory of Consciousness Neuroscience School of Advanced Studies	September 8 – 17, 2023
9th Science Factory: TMS–EEG Summer School and Workshop Aalto University School of Science, Department of Neuroscience & Biomedical Engineering	May 27 – June 2, 2023

## SPONSORED RESEARCH

BrainStorm Neuroscience Pitch Competition Semi-finalist	Jun 2025
Mind Science	

Project: Does brain activity cause consciousness? A TMS experiment

Funding Consciousness Research with Registered Reports

Jan 2023 – Present

Templeton World Charity Foundation / Center for Open Science / ASSC

Project: Detecting differences in conscious contents using EEG complexity measures (Stage 1 IPA)

**Awarded**: \$31,932 USD

Student Poster Competition (2<sup>nd</sup> place)

Association for the Scientific Study of Consciousness 26

Poster: Detecting differences in conscious contents using EEG complexity measures

June 25, 2023

#### **PUBLIC TALKS**

Consciousness science: progress and problems, <u>Society for Brain Mapping and Therapeutics</u> 21<sup>st</sup> Annual World Congress (March 15, 2024) (\*invited).

Detecting differences in conscious contents using EEG complexity measures, <u>University of California, Los Angeles</u> Department of Psychology MontiLab (December 11, 2023) (\*invited).

Integrated information theory and the testability of the silent neuron predictions, <u>Monash University</u> School of Psychological Sciences MoNoC/Tsuchiya Lab (May 16, 2023) (\*invited).

Does brain activity cause consciousness? A TMS experiment, <u>University of California, Merced Department of Cognitive</u> and Information Sciences Weekly Brownbag (April 10, 2023).

Simulating the perturbational complexity index at the edge of chaos, <u>University of California, Merced</u> Department of Cognitive and Information Sciences Annual Project Mini-Conference (May 9, 2022).

Philosophical and scientific foundations of integrated information theory, <u>University of California, Merced Cognitive and Information Sciences Weekly Brownbag</u> (April 25, 2022).

#### **PUBLICATIONS**

**Ponce de Leon, S.**, Yoshimi, J. (in preparation). Does phenomenology support the axiomatic framework of integrated information theory (IIT).

**Ponce de Leon, S.**, Yoshimi, J. (2025). Integrated information theory (IIT) and the testability of the silent neuron predictions. *Neuroscience of Consciousness*. [under review]

**Ponce de Leon, S.**, Backer, K. C., Monti, M. M., & Yoshimi, J. (2025). Detecting differences in conscious contents using EEG complexity measures. *In principle acceptance of Version 3 by Peer Community in Registered Reports*. https://osf.io/kdsau

#### **CONFERENCE POSTERS**

Ponce de Leon, S., Yoshimi, J. Does phenomenology support the axiomatic framework of integrated information theory (IIT), Association for the Scientific Study of Consciousness 28, Heraklion, Crete (July 6-9, 2025).

Ponce de Leon, S., Yoshimi, J. Integrated information theory (IIT) and the testability of the silent neuron predictions, *Association for the Scientific Study of Consciousness* 27, Tokyo, Japan (July 2 – 5, 2024).

Ponce de Leon, S., Backer, K.C., Yoshimi, J. Detecting differences in conscious contents using EEG complexity measures, *Association for the Scientific Study of Consciousness 26*, New York, NY (June 23 – 25, 2023).

Ponce de Leon, S., Backer, K.C., Yoshimi, J. Detecting differences in conscious contents using EEG complexity measures, *Aalto University School of Science, Department of Neuroscience & Biomedical Engineering 9<sup>th</sup> Science Factory: TMS–EEG Summer School and Workshop*, Espoo, Finland (May 27 – June 2, 2023).

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## **TEACHING ASSISTANTSHIPS**

University of California, Merced	
Philosophy of Cognitive Science – COGS 110/PHIL 110 (~45 students)	01/2025 - 05/2025
Introduction to Neural Networks in Cognitive Science – COGS 103 (~45 students)	08/2024 - 12/2024
Introduction to Phenomenology – PHIL 150 (~24 students)	01/2024 - 05/2024
Consciousness in Philosophy & Cognitive Science – COGS 177/PHIL 173 (55 students)	08/2023 - 12/2023
Philosophy of Cognitive Science – COGS 110/PHIL 110 (62 students)	01/2023 - 05/2023
Introduction to Neural Networks in Cognitive Science – COGS 103 (~30 students)	08/2022 - 12/2022
Computational Cognitive Neuroscience – COGS 123/CSE 173 (39 students)	01/2022 - 05/2022
Introduction to Philosophy – PHIL 001 (42 students)	08/2021 - 12/2021

## **UNIVERSITY SERVICE**

## University of California, Merced

Lab Manager, Cognitive and Information Sciences Weekly Philosophy Lab Meetings	09/2023 - 05/2025
Professional Development Officer, CIS Graduate Student Group	08/2023 - 07/2024
Advisory Mentor, Mentorship for Undergraduates Program	02/2024 - 05/2024
Organizer, Cognitive and Information Sciences Weekly Brownbag Meetings	01/2023 - 05/2023

## **INDUSTRY EXPERIENCE**

PMA Consultants, LLC	Ann Arbor, MI
Senior Director, Product Management	2019 - 2021
Director, Product Design & Development	2016 - 2019
Senior Associate, UX Research & Design	2014 - 2016
Associate, UI Design & Customer Support	2013 - 2014
Senior Specialist, UI Design & Digital Marketing	2011 - 2013
Specialist, Technical Writing & UI Design	2008 - 2011

## **SKILLS & LANGUAGES**

Programming: Python, R, Git, JavaScript, HTML, CSS, MATLAB, SQL, PHP, C++

Data Analysis: Bayesian Data Analysis, Generalized Linear Models, EEGLAB/ERPLAB, Information Visualization

Machine Learning: Artificial Neural Networks, Natural Language Processing, Reinforcement Learning

Languages: English (Native), Spanish (Basic)