

curriculum vitæ | June 2026

Dr Francisco López-Ruiz

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PhD in Art and Literature (Università Cattolica del Sacro Cuore, Milan). Professor of media and digital cultures, film & TV studies, audiovisual storytelling, creative writing, visual arts, cultural industries, Latin American literature, theater, communication, architecture, urbanism, set design and language training. My teaching seeks interdisciplinary innovation and continuous improvement, the solution of real cases and the inspiration for each student to find his own voice. These are my [website](#) and my [Teaching statement](#).

EDUCATION

PhD | Visual and Performing Arts

Dottorato di ricerca in critica, teoria e storia della letteratura e delle arti

Università Cattolica del Sacro Cuore | Milán, 2003 | [Tesi di dottorato](#)

Luigi Pirandello : presenza nella drammaturgia e nella pratica scenica messicana

Specializing Master in Critica con laboratorio di scrittura

Università Cattolica del Sacro Cuore | Milan, 2001

Specializing Master for Screenwriters & Story Editors

Tecniche di scritture per la fiction

Università Cattolica del Sacro Cuore | Milan, 2000

MA in Literature | Maestría en Letras Iberoamericanas

Universidad Iberoamericana Puebla

Magna Cum Laude

1999 | Cédula 2959932

Architect

Benemérita Universidad Autónoma de Puebla

1990 | Cédula profesional 1868270

Interpreter and Translator English-Spanish | four semesters

Instituto Superior Angloamericano Puebla | 1994

DIPLOMAS

Film Acting Diplomas — Professional and Advanced

Caranarts Film Academy, Mexico City | 2024–2026

Screen Acting Diploma

Casazul – School of Performing and Audiovisual Arts, Mexico City | 2024

Diploma in [Film & TV Distribution and Exhibition](#) in Digital Convergence

Villa María National University, Argentina | 2023

Diploma in Interpretation & Translation

Berlitz Polanco, Mexico City | 2009

Diploma in Sustainable Design & Building

Universidad Iberoamericana Ciudad de México | 2006

Diploma in Management Skills

Universidad Iberoamericana Ciudad de México | 2006

Diploma in Management of Educational Institutions

Sistema Universitario Jesuita | 2006

Diploma in Experiential Communicative Methodology for Language Teaching

Alberta Ministry of Education (Canada) | 1993

RECENT WORKSHOPS AND COURSES

TikTok Live for Actors | Escena Agency Certified for Latin America | 2026

SmartCity Expo LatAm Congress | 2026 | Puebla, scholarship provided by UDLAP
Dr. Rigoberta Menchú, Nobel Peace Prize 1992, and 200 events featuring speakers and workshop leaders from 300 cities and 40 countries

Strategic Networking Workshop for Actors

Michel Morán (PR) and Emilie Morán (CD) | Peak Network, Mexico City | 2025

Location Management Course

Quique Gutiérrez del Álamo | Latin American Training Center | 2024

On-Set Acting Workshop

Emilie Morán (CD) and Poncho Pineda (D) | Peak Network, Mexico City | 2024

Screenwriting and Financing Workshop for Short Films

Angélica J. Ramírez | Morelia International Film Festival | 2024

Casting Workshop | Florecia Gaido (CD) and Luis Fernando Padilla (actor) | 2024

PROFESSOR

I teach *Stage and Lighting Design* at Universidad de las Américas Puebla (UDLAP) for the bachelor's degree programs in Theater and Dance (Spring 2026 and Fall 2026). My students designed the lighting for their nationally award-winning choreography [Rosa de Hiroshima](#) to be performed in Jenkins Auditorium—the largest on campus—and designed projections for the play [Soñantes](#).

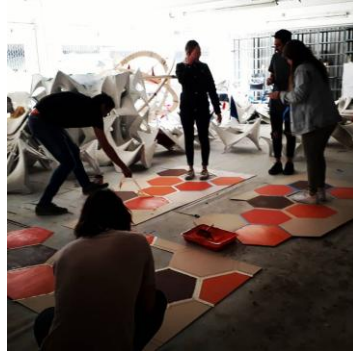
In the summer of 2026, I am teaching *Cinematographic Language and Environment* (hybrid format) as part of the MA in Audio for Film and Digital Media at the Digital Technological University (UTED), and *Audiovisual Editing* as part of the Bachelor's in Cinematography and Digital Video Editing (UTED).

In Fall 2026 I will teach the *Interior Architecture IV* workshop as well as *Special Installations* in the Bachelor's Degree in Interior Architecture program, in addition to *Stage and Lighting Design* at the UDLAP School of Arts and Humanities.

During 2024, as a full-time professor of Media and Digital Culture at Tec de Monterrey, I enhanced the international impact of university short films with the [Filmmaker's Creative Toolkit](#) that I designed to provide any student with practical filmmaking techniques. My [International Short Film Plan](#) presents six case studies led by university students who achieved global projection before the age of 25. The [Film Fest Frame](#) schedules over one hundred international film festivals in 30 countries. My seminar [Mexican Transnational Filmmakers](#) proposes an approach to the global presence of more than one hundred contemporary filmmakers from Mexico. I also designed and achieved the approval of the international course [COIL Possible Futures: Utopias and Dystopias in Cinema and Literature](#) with Florida International University: a course that promotes creative writing and digital storytelling, linked to Sustainable Development Goal 13, Climate Action. These are some of my courses at Tec de Monterrey:

- *Innovation and Creative Processes*—in English
- *Possible Futures: Utopias and Dystopias in Cinema and Literature*—in English
- *The Myths That Inhabit Us: From Prometheus to Marvel*—in English
- *Semiotics and Contemporary Narratologies*—in English
- *Audiovisual Narratives* with the filming of four university short films (team teaching)
- *Cultura Visual y Sonora* (team teaching)
- *Symbolic Structures in Image, Literature and Music* (team teaching)
- *Argumentation, Debate and the Art of Public Speaking* (team teaching)

I have been a full-time professor at Universidad Iberoamericana Mexico City (2004–2018), Universidad Iberoamericana Puebla (2018–2019), and Tec de Monterrey (2024–2025). I have been a lecturer at UDLAP (2019 to present day), UTED (2026), UNARTE (2020–2024), Universidad Anáhuac (2021–2023), Instituto Superior Angloamericano (1992–1997), BUAP (1988–1992), and other universities. This is my [Teaching Statement](#).



POSTGRADUATE TEACHING

Cinematographic Language and Environment (hybrid)

MA in Audio for Film and Digital Media

Digital Technological University (UTED) | 2026

Transmedia Content (hybrid)

Master in Communication and Digital Media

Universidad de las Américas Puebla | 2023

Language and Narration in Digital Media (hybrid and distance)

Master in Communication and Digital Media

Universidad de las Américas Puebla | 2021, 2022 and 2023

Digital Communication Strategies (distance learning)

Master's Degree in Communication and Digital Media

Universidad de las Américas Puebla | 2021

UNDERGRADUATE TEACHING

Universidad de las Américas-Puebla

Stage and Lighting Design | Bachelor's Degrees in Theater and Dance | 2026

Set Design | Bachelor in Communication and Media Production | 2023

Documentary Film | Bachelor in Communication and Media Production | 2022

Digital Editing | Bachelor in Communication and Media Production | 2022

Streaming and New Trends | Communication and Media Production | 2021

Universidad Iberoamericana Ciudad de México

Set Design: Film, TV & Theater | Architecture, Communication

Mexico and International Cooperation | Bachelor in International Relations

Architectural Design | Architecture

Art from Abstract Expressionism to the Present | Bachelor in Art History

Thesis Seminar | Master in Art Studies

Narrative Conversions: Dramaturgy, Film, TV and Novel | Master in Modern Letters

UNARTE

Advanced Art Production Seminar | Visual Arts | 2021 - 2023

Semiotics | Design, Architecture, Visual Arts | 2021 – 2023



PUBLISHED BOOKS

[Artifacts of Non-Simulated Death: Damien Hirst in Mexico](#)

México: Universidad Iberoamericana | (2009 in Spanish)
ISBN 978-607-417-008-5 | 303pp. | 64 color photos by Andrés Olmos

[La ribellione della marionetta: «teatro nel teatro» in Luigi Pirandello e Vicente Leñero](#)

Arona (Novara, Italia): XY.IT editore (2013, in Italian) | ISBN 978-8-89716-007-6 | 345 pp.

[Museos y educación](#) (ed. Francisco López Ruiz: 11 authors)

México: Universidad Iberoamericana (2012, in Spanish) | ISBN 978-607-417-174-7 | 198 pp.

[La rebelión de las marionetas: el «teatro en el teatro» de Luigi Pirandello y Vicente Leñero](#)

México: Universidad Iberoamericana (2010, in Spanish) | ISBN 978-607-417-145-7 | 188 pp.

SCHOLARLY ESSAYS

[Glyphs in the subway: Mexico City public transportation signaling](#) | (2022) 96 pp. | 186 color photos

[«Cosmopolitan Mexicanness» at the Oscars: Guillermo del Toro, Alejandro González Iñárritu y Alfonso Cuarón](#) | (2022) 83pp.

ACADEMIC PAPERS PUBLISHED IN PEER-REVIEWED JOURNALS

[23 articles](#) published in Argentina, Chile, Colombia, Italy, Mexico, South Korea, and Spain.

[Los museos del futuro en la configuración de la imagen postmexicana global](#) | 2017
“Revista Mexicana de Política Exterior”. México: Instituto Matías Romero / SRE, pp. 105-125

[Arquitectura y patrimonio indígena: museos nacionales de Canadá, México y EUA](#) | 2015
“Apuntes. Patrimonio cultural”. Bogotá: Universidad Javeriana, pp. 82-101

[Museos textiles en Canadá, Guatemala y México](#) | 2012
“Res Mobilis. Revista internacional de investigación en mobiliario y objetos decorativos”.
Universidad de Oviedo, pp. 107-123

ACADEMIC LEADERSHIP

Director of the Department of Art, Design and Architecture

Universidad Iberoamericana Puebla | 2018 - 2019

Within a framework of innovation and academic excellence we opened three new graduate programs: *Specialty in Integrated Risk Management* (together with the UN Development Program and Oxfam: started in August 2019); *Master in Cultural Management* (distance learning: started in August 2019); *PhD in Habitat* (inter-institutional project between Mexican Jesuit universities). Other achievements:

- International Accreditation of Architecture | ANPADEH 2019-2024.
- 35 national and international awards obtained by undergraduate students.
- Cooperation agreements with [Accademia Europea di Firenze](#) (Italy) and FH Joanneum (Austria)
- 40 international visiting professors
- Creation and operation of the DADA Editorial Board, with four approved books and one co-publication with UNAM: [Social Innovation and Design](#) (2019): ISBN 978-607-30-2568-3
- Creation of *Orchard Ibero* with six academic departments and two research institutes.
- *Digital Multimedia Laboratory* project with a comprehensive plan for green roofs.

Director of Postgraduate Programs

Universidad Iberoamericana Ciudad de México | 2012 - 2014

We doubled the number of specializations, master's degrees and doctorates accredited by the National Quality Graduate Program (PNPC) to 20 programs: half of the total at IBERO. We opened new programs: *International Doctorate in Communication* (together with ITESO Guadalajara, Pontificia U. Javeriana de Bogotá, Universidad Autónoma de Barcelona and Universidad de Lima); *MA in Film Production* (practical program accredited by Conacyt); *MA in Migration Studies* (University of San Francisco, USA); Specialization in Gerontological Nutrition (accredited by Conacyt); *MA in Marketing and Advertising*. We designed and implemented new projects:

- *IBERO-AUSJAL International Plan for Latin American Academic Cooperation* 2012
- *IBERO-AUSJAL International Master's Thesis Award* 2012 | 2013 | 2014
- *Latin American Course for Postgraduate Directors AUSJAL* | Mexico 2013 | Argentina 2014
- *Scholarship Program for Academic Excellence and Students with High Performances* 2014

Director of the Art Department

Universidad Iberoamericana Mexico City | 2004 - 2012

In eight years we tripled the enrollment of students in the Bachelor's Degree in Art History—to 120—and updated the program with an international vision and the consolidation of the teaching staff. We accredited the MA in Art Studies (Conacyt's PNPC) and were the first Mexican university to achieve *Substantial Equivalency Accreditation* with the National Association of Schools of Art and Design ([NASAD](#)). We created and launched the Art Editorial Board with 17 books edited and published. We organized every year the International Congress of Museums with visits to innovative and disruptive Mexican museums in Mexico City, Puebla, Oaxaca, Tlaxcala and Toluca:

2007 | *Audiences, Marketing and Fundraising*
2008 | *Cultural Agencies in Latin America*
2009 | *Cultural Diversity*
2010 | *Popular Imaginaries and Cultures*
2011 | *Architecture, City and Museums*
2012 | *Collections, Museums and Cultural Heritage*

INTERNATIONAL PROJECTS

I am a simultaneous interpreter and translator in Spanish, English and Italian. I speak Spanish (mother tongue), English (professional level), Italian (CILS4 certification by the Università per Stranieri di Siena, the highest possible), French (intermediate level), Portuguese (reading), German and Nahuatl (basic level).

Customer Care Specialist | **Vivint Smart Home** (Texas)
TaskUs Mexico | Julio 2025 a enero 2026 (Tier 1 & Tier 2)

Customer Experience Specialist at [Woodforest National Bank](#) (Texas)
Iterum Connections Mexico | May 2025 to date

Researcher | **North American Cultural Diplomacy Initiative** ([NACDI](#))
From 2018 to date

Speaker | 25th Annual Congress of the Mexican Association of International Studies
Paper ***Cultural Diplomacy of Mexico's Transnational Filmmakers***
Universidad del Mar, Huatulco | 2022

Participant | Congress ***Presenti al futuro: borghi*** (historical villages)
Associazione Nazionale per i Comuni Italiani - Toscana | 2020

Author of the project | [Borghi Storytelling: Points of View](#)
Ministero per i Beni e le Attività Culturali e per il Turismo | 2020

Speaker | **Cultural Diplomacy as Critical Practice**
The North American Cultural Diplomacy Initiative-NACDI | 2020

**Simultaneous Interpreter for Michelangelo Pistoletto
at the Senate of the Mexican Republic**
Conference ***Art for Social Regeneration***
February 26, 2020 | Mexico City

Project author | [Molise.21 Innovazione sociale: borghi](#)
Government of the Molise Region | Campobasso, Italy | 2019

Attending lecturer | **Italian A-Change Congress:
*creativity, innovation and social responsibility*** | Feltre, Italy | 2019

Visiting Professor | ***Design, tourism and economy: the CDMX subway***
University Milano-Bicocca | Milan, Italy | 2019

Advisor to the Italian Embassy in Mexico
Italian Design Day 2020 | 2019 - 2020

HONORS, SCHOLARSHIPS & AWARDS

Member of the **National System of Researchers** | Level 1
Consejo Nacional de Ciencia y Tecnología, Mexico | 2005 – 2015

Fellowship

Faculty Research Program of the International Council for Canadian Studies

Canada Government | 2011

This research stay allowed me to study museums in Ottawa, Montreal and Toronto

Award High Quality Research

Universidad Iberoamericana Ciudad de México | 2009

Fellowship of the State of Puebla | **Young Creators – Literature**

Research project *Creative Writing* | 2003-2004

Scholarship | **PhD studies**

Dottorato in teoria, critica e storia della letteratura e delle arti

Ministero degli Affari Esteri, Italia | 1999 – 2001

Runner-up Award | **International Short Sci-Fi Story Competition**

13° Concurso de Cuento de Ciencia Ficción | 1997

Play *Las devoradoras de un ardiente helado* | **Award for Best Actor in a Leading Role**

6th State Theater Festival, Puebla | 1997

Fellowship of the State of Puebla | **Young creators – Literature** | 1996

Luz de ninfa (rapsodia cristal) | Novel in a short stories web

Finalist | **Latin American Short Story Competition**

25° Concurso Latinoamericano de Cuento «Edmundo Valadés»

Rhapsody of the Thieving Magpie (or May Rossini Forgive Us)

1,041 short stories participating | 1996

Play *Pueblo sin ángeles*, 1996 | Set designer & actor

15th National Theater Festival | Monterrey

Best Play | 5^a Regional Theater Festival, Xalapa

Best Scenography & Best Play | 5th State Theatre Festival, Puebla

Fellowship FECA Puebla | **Set Design** | 1994 – 1995

Theatrical version of the novel *Momo* by Michael Ende | *Compañía A Trasluz*

Play *El llano en llamas*, 1994 | Set Designer & Actor

Best Scenography & Best Play | 3^a State Theater Festival, Puebla

Play *Sombra de la sombra*, 1993 | Set Designer & Actor

Best Play Outside Mexico City | Asociación Mexicana de Críticos de Teatro

Best Play | **14th National Theatre Festival**

Season **The Best of the 14th National Theater Festival** | Mexico City

Radio version | 105 FM



PORTFOLIO

I took my first photos with an old Kodak camera. I remember those first photos fondly... but I don't miss “analogical” technology. Photos are evidence of our passage through this world; they prove our existence in the universe. My recent work is in this [gallery](#).

With [Rhapsody of the Thieving Magpie \(or May Rossini Forgive Us\)](#) I received a mention among 1,040 participants in the 25th Latin American Short Story Contest “Edmundo Valadés” (1996). My training as a writer and screenwriter continued in Milan (1999-2000) and different workshops in CDMX (2004 to date).

I am an [actor](#) and set designer; I worked for seven years in the independent theater company *A Trasluz* (1990-1997) with 17 productions and more than 700 performances. We attended three times the Muestra Nacional de Teatro in Monterrey and won awards for set design and production with *Sombra de la sombra* (1993), *El llano en llamas* (1994) and *Pueblo sin ángeles* (1996), among others. My recent acting [on-camera acting training](#) and [voice training](#) includes diploma courses and workshops in Mexico City: Casazul, Facultad de Cine, Peak Network and Caranarts (2023 to date).

I was a film critic for the weekly column Cinecita in the newspaper “Síntesis” (2003-2006). Since 2020 I edit audiovisual essays on cinema in Spanish, English, Italian, French, and Portuguese. Among them: the resignification of the Sun Stone (“Aztec calendar”) as Easter egg in [Andor](#) —*Star Wars* prequel produced and starred by Diego Luna; the filming and postproduction of the Argentinean series [The Eternaut](#) streamed by Netflix; production design on Max HBO’s biographical series [Chespirito](#); the referents of the Mexican feature film [Radical](#) awarded at Sundance; and the ideological nationalist implications of the Mexican film [Epitafio](#) filmed in high mountains.

I was a percussionist in the Afro-Brazilian band Batalá Mexico (2014-2020) with two fast drums: repinique and caixa. I performed in Buenos Aires, CDMX and Tepoztlán. I also play drums. During the pandemic I lived in Paradise, where I redesigned a [loft](#) (2021-2022) and projected the [Terraza Cultural](#); a meeting point for Puerto Escondido (Oaxaca, Mexico).

