



GERARDO SANTIAGO

COMMERCIAL PHOTOGRAPHER & MULTIMEDIA CREATIVE

in Cologne, Germany



WORKING EXPERIENCE

FREELANCE PHOTOGRAPHER

Gerardo Santiago Photography Creative Services

Cologne, Germany | 05/2019 - Currently

- Conceptualized, photographed, and edited photos for television shows, productions, events, marketing, advertisements, businesses and private entities' assets, materials, social media, and websites.
- Worked and managed creative projects independently and in teams and crews.
- Executed pre-production procedures like creating mood boards, storyboards, disposition (Dispo), key visuals, corporate design, location/model scout, and production management.
- Functioned in various tasks as a photo editor, art director, and photo producer. Made critical decisions, solutions, and contributions to the success of the projects.
- Post-produced and edited images, utilizing extensive knowledge of advanced retouching and photo manipulation techniques.
- Knowledgeable in handling licensing, usages, rights, and legal documentation in the creative industry.

CREATIVE & MULTIMEDIA ARTIST

Broken Perception | Freelance

Manila, Philippines - San Francisco, CA, USA - Cologne, Germany | 03/2006 - Currently

- Knowledgeable in various sectors of the creative industry, including:
 - Art Director and Producer: Conducted creative conceptualizations, preparation, execution, and finalization of creative projects.
 - Retouching, Photo Manipulation, and Post-Production: Created complex photo montages and key visuals for advertising, television shows, and promotional materials.
 - Multimedia Artist: Worked as a graphic and motion artist, as well as a video creator, designing and developing both static and dynamic content for various projects.
 - New Media Artist: Integrated interactive technologies such as AI, AR, and VR.
 - Social Media/Content Creator and Manager: Managed and directed social media accounts for various businesses, constructing engaging content.
 - Writer and Layout Designer: Served as Editor-in-Chief for The Lookbook Magazine, where I designed and laid out the magazine, and gathered, composed, and copywritten articles and written content.
 - Art Curator and Educator: Gained hands-on experience in analysis, demonstration, collaboration, and teaching, focusing on photography and arts.
 - Mentorship Experience: Provided mentorship in photography, the creative industry, and military transition back to civilian life.

AVIATION STRUCTURAL MECHANIC

United States Navy | United States of America | 02/2010 - 02/2014

- Specialized as an Aviation Corrosion Control Technician and Aircraft Painter. I generally worked as an aircraft maintainer (Organizational Level) for E-2C/E-2D Hawkeye aircraft stationed in Norfolk, Virginia. Deployed twice in USS Carl Vinson (CVN-70) 2010-2012.
- Collateral Duties: Training, Tools, Safety, and HAZMAT Petty Officer Representative for Corrosion Control Department, Fire Fighter Certified, and CPR Certified.



EDUCATION

MASTERS IN FINE ART (MFA) IN PHOTOGRAPHY - Major in Art for Commerce

Academy of Art University - San Francisco, CA, USA | 06/2014 - 05/2017

- Studied in the graduate level of School of Photography majoring Art for Commerce.
- GPA: 3.67 (USA) / 1.3 (Germany) / A- or 92% percentile (earned 63 Units).
- Developed personal photographic style and learned the fundamental and technical aspects of photography and the arts. Built my portfolio, fine art series, and business model before the completion of the degree.

BACHELOR OF SCIENCE (BS) IN INFORMATION TECHNOLOGY - Major in Graphics & Multimedia

Informatics International College - Manila, Philippines | 05/2005 - 12/2008

- Studied in the undergraduate level of Information technology department majoring in Graphics and Multimedia.
- GPA: 3.65 (USA) / 1.7 (Germany) / B+ or 89% percentile (earned 126 Units US accredited versus 188 units total earned).
- Learned computer and technical literacy, and developed my interest in technology, arts, and creativity.

CONTACT

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Cologne 50825, Germany
✉ info@brokenperception.net
📞 +49 152 23291268
🌐 [LinkedIn \(In/gerardsantiago\)](#)

PERSONAL INFORMATION

📅 18/04/1988
🗣 American with German
working permit

LINKS

📁 [Commercial Portfolio](#)
🌐 [brokenperception.net](#)

LANGUAGES

English (Fluent)
Tagalog/Filipino (Native)
German (Occupational - C1)

SOFT SKILLS

Active Listening
Analysis & Research
Attention to Details
Client-Oriented
Communicative
Computer Literate/Savvy
Creative Thinking
Eager to Learn
Leadership
Mentorship
Multitasking
Problem Solving
Punctuality
Structured & Organized
Teamwork & Collaboration
Works Independently

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HARD SKILLS

3D Design
AI Content Generation
Art Curation
Art Direction
Branding
Campaign Management
Content Creation
Data Analysis & Research
Digital Marketing
E-Commerce
Graphic Design
Layout Design
Market Research
Motion Graphics
New Media Tech (AR/VR)
Photo Montage
Photo Retouching
Photography
Presentation
Social Media
Survey and Report Creation
Typography
Video Creation

QUALIFICATIONS

PHOTOGRAPHY

- Digital and Analog Photography
- Setting Light and Modifiers (Studio/On-Location)
- Digital Technician (Tethered Shooting, Color Profile & File/Photo Management)
- Creative Editing, Retouching, and Composite/Photo Manipulation
- Printing (Large Format, B&W, darkroom film processing, mixed media, gallery & fine art prints)
- Archiving, Scanning, Matting & Display/Presentation

MULTIMEDIA

- Cinemagraphs & GIF Creation
- Video Asset Creation
- Augmented Reality
- Interactive Animation (SwishMax/Flash)
- Social Media Content Creation,
- Graphic Design (Branding, Typography, Logo Creation, Corporate Design)
- User Experience (UX) and User Interface (UI) analysis and testing
- Office Software (Word, Spreadsheet, Presentation)
- Operating Systems (PC/Mac/Linux)

SOFTWARE

- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe Premiere
- Adobe After Effects
- Adobe Express
- Adobe Firefly
- Project Neo
- Capture One
- Davinci Resolve
- Sketchup (3D)
- Corel Suite

ONLINE/CLOUD BASED MANAGEMENT & UTILITIES

- Asana
- Slack
- Monday
- AirTable
- Frame IO
- Google Drive
- Dropbox
- WeTransfer
- Playbook
- Notion

VOLUNTEERING

WELTLADEN KÖLN - Volunteer Photographer & Creative Consultant

Weltladen-Dachverband e.V | Economic Empowerment | 06/2023 - Current

- Created various photos for their website and provided creative strategies for their processes.
- Photographed company events, projects, and community involvement.
- Participated and supported in some meetings and fair trade events led by Weltladen- Köln.

AWO KÖLN - Volunteer Photographer

AWO Bundesverband e.V. | Civil Rights and Social Action | 06/2023 - Current

- A volunteer photographer for the "Büro für Bürgerengagement" (Office for Civic Engagement) in AWO Cologne.
- Photographed company events, projects, and community involvement.

VETERATI - Transition and Creative Mentor

Veterati Inc. | Mentorship & Veteran Support | 04/2021 - 12/2024

- I was a volunteer mentor for a mentorship platform that helps military personnel, spouses, veterans, and retired US service members transition back to civilian life.
- Mentored and assisted my mentees in organizing their future plans, attending university, being an employee, or starting a business. Shared my personal experiences in building and maintaining freelance business, photography, and working in the creative industry.
- Provided networks, contacts, and prospects to my mentees that can help them to get a job or start their personal ventures.

US NAVY- Community Service

United States Navy | Community Outreach and Help Aid | 11/2010 - 06/2011

- Participated in Community Service and Outreach Program during the US Navy deployment 2010 - 2011 in USS Carl Vinson (CVN-70) during port call and humanitarian visit:
 - Busan, South Korea - social outreach for local neighborhood.
 - Kuala Lumpur, Malaysia - clean up program.
 - Chennai, India - Outreach program in local public school.
 - Hong Kong, Hong Kong - social service for the Elderly Home.

let's work together.

we will make something amazing!