

A woman with dark hair, wearing a teal jacket and a brown leather cap, is looking out of a car window. The window is covered in raindrops, and the background is blurred, suggesting a rainy day. The car's interior and the woman's face are visible through the glass.

Portfolio Request

# GERARD SANTIAGO

image maker & artistic visionary

website:  
[brokenperception.net](http://brokenperception.net)

email:  
[info@brokenperception.net](mailto:info@brokenperception.net)

mobile number:  
+49 152 2329 1268



Gerard Santiago is a freelance photographer and creative consultant currently based in Cologne, Germany since 2019, originally from San Francisco, California. He specializes in commercial photography, focusing on delivering client-oriented results. With over 15 years of experience in the creative industry, ranging from photography and graphic design to multimedia.

Gerard completed his Master of Fine Arts in Photography in San Francisco, CA in 2017. He has worked with notable companies such as Warner Bros. Entertainment, Sony Pictures, RTL, ZDF, ARD 1, and Fabiola GmbH, as well as with small businesses in the USA and Europe. He has exhibited his fine artwork in various group shows and solo shows, including showcasing the complete series of Body Distorted in San Francisco. Gerard is also one of the recipients of the Top 100 Photography Award held in Photokina 2018 in Germany.

Gerard leads The Lookbook Magazine and Photowalk Challenge. He is a volunteer mentor at Veterati, a Mentorship Platform for US service members and veterans, and also volunteers his time and expertise to AWO Bundesverband e.V. and Weltladen in Köln, Germany.

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# CONTACT

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mobile number:  
**+49 152 23291268**

address:  
**Platentrasse 12  
50825 Cologne  
Germany**

**Can travel for work**

**LinkedIn: /gerardsantiago**

Want to see more of my work?  
Scan this QR Code:



commercial portfolio



# CONTENTS

Advertising

E-Commerce

Graphics

Key Visuals

Fashion

Retouching



**Prada Campaign**  
2018, Cologne, Germany

A pitch mock-up for Prada - Carbon Campaign.  
A product hidden-revelation photo promotion.





### Three Sixty Vodka Campaign

2018, Cologne, Germany

*Gerard Santiago*  
PROFESSIONAL CREATIVE SERVICES

A pitch mock-up for Three Sixty New Year Campaign.

Assistant: Emma Gerhards



### Tanqueray Rangpur Gin Campaign

2019, Cologne, Germany

A pitch mock-up for their Jungle Vibe Campaign.



**Bullbox Promo**

2015, San Francisco, CA

A pitch mock-up for Three Sixty  
New Year Campaign.

Light/Grip: Erik Butler  
Stylist: Erica Michelle  
Post: Gerardo Santiago





**Pink Summer World Promo**  
Collaboration with  
Mika Sarangyoyo  
2015, San Francisco, CA

Stylist/Design:  
Mika Sarangyoyo

A summer sultry ladies' world is  
made of:  
Glamour, Bold Colors, and  
Something Pink!







**Pink Summer World Promo**

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2015, San Francisco, CA

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Something Pink!





**Hama - New Brand Identity Campaign**

Lifestyle - Audio

2021 - 2022, Cologne, Germany

Agency: Grosse8 GmbH

Concept Agency: Playframe GmbH

Clients: Hama GmbH & Co KG

Art Director: Jörg Thommes & Biggi Reuscher

Production Manager: Nadine Midriak

Post Production: Svenja Kübler

Set Design: Silke Stürner

Costume: Eva Mittman

Model Agency: Favorite Red





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**Hama - New Brand Identity Campaign**

Lifestyle - Smart Home

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Concept Agency: Playframe GmbH

Clients: Hama GmbH & Co KG

Art Director: Jörg Thommes

Production Manager: Nadine Midriak

Post Production: Svenja Kübler

Set Design: Silke Stürner

Costume: Eva Mittman

Model Agency: Favorite Red



## Portfolio Request

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Lifestyle - Smart Watch

2021 - 2022, Cologne, Germany

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Concept Agency: Playframe GmbH

Clients: Hama GmbH & Co KG

Art Director: Jörg Thommes

Production Manager: Nadine Midriak

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Costume: Eva Mittman

Model Agency: Favorite Red



## Portfolio Request

### Hama - New Brand Identity Campaign

Lifestyle - Smart Watch  
2021 - 2022,  
Cologne, Germany

Agency:  
Grosse8 GmbH  
Concept Agency:  
Playframe GmbH  
Clients:  
Hama GmbH & Co KG  
Art Director:  
Jörg Thommes  
Production Manager:  
Nadine Midriak  
Post Production:  
Svenja Kübler  
Set Design: Silke Stürner  
Costume: Eva Mittman  
Model Agency:  
Favorite Red

Gerard Santiago  
Photography Creative Services





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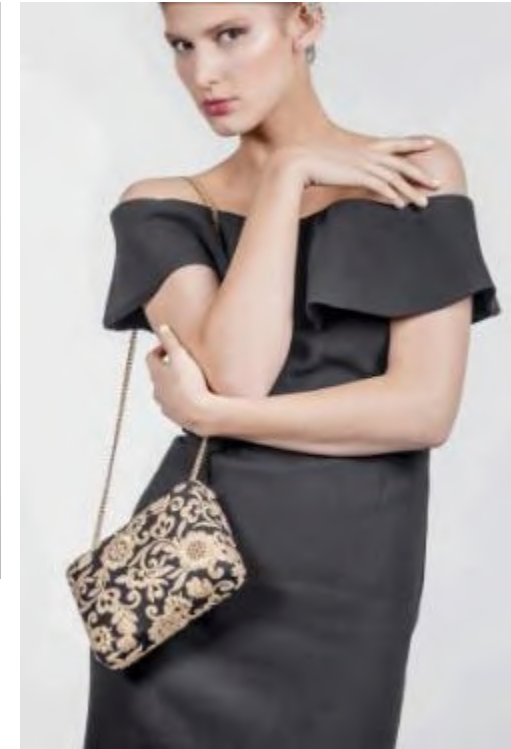
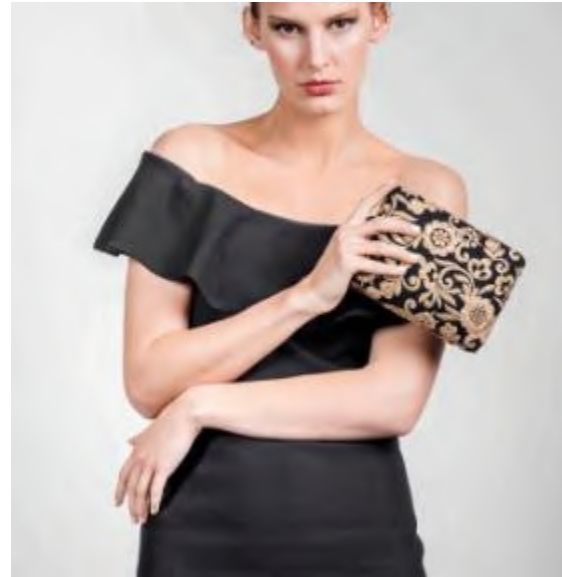
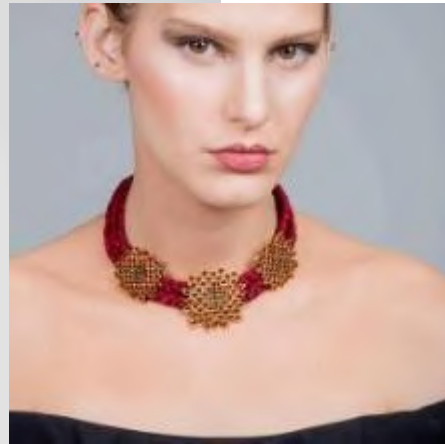


Miraya Jewelry and Accessories  
2017, San Francisco, CA

Stylist/Design:  
Namrata Loka

A touch of Bombay elegance.





**Miraya Jewelry and Accessories**  
For E-commerce  
2017, San Francisco, CA

Stylist/Design: Namrata Loka  
Model: Alexandria Ceranski  
Agency: Star Management SF







## **RICHHEARTS™**

### **Richhearts**

CO2 Neutral Leather for E-commerce  
2020, Nettetal, Germany

E-commerce photos for latest leather  
collection for Richheart.

Stylist/Art Director: Funs Kurstjens  
Client: Rihloed Hoffman GmbH











# POP Soda

**Pop Soda**

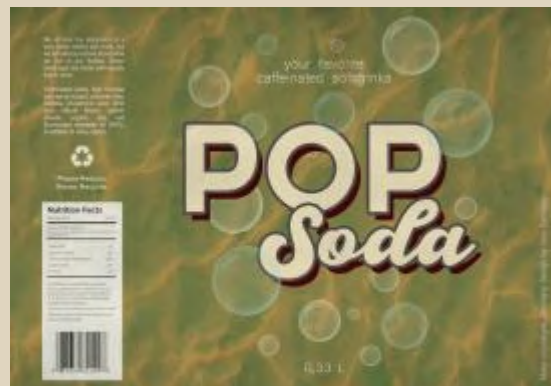
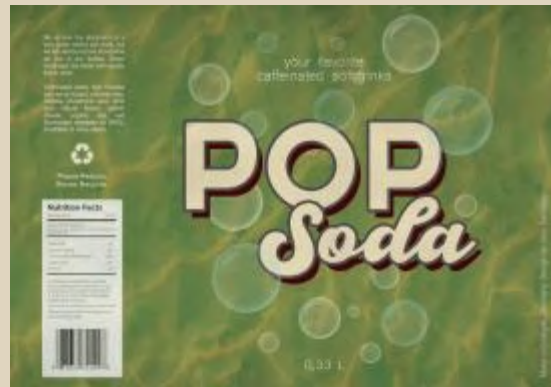
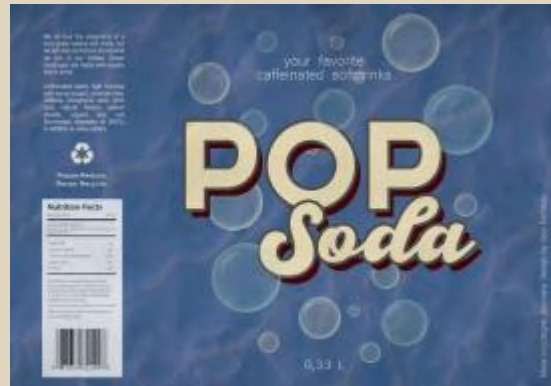
Label/Product Design  
2023, Cologne, Germany

Carbonated branding for fictional  
brand for Teddy Teclebrhan Show.

Client: Adriano Ciarrettino  
Production: I&U TV Produktion GmbH  
Prime Video



POP SODA



POP Soda

POP Soda *Grand Santiago*  
Beverage Company

POP Soda

POP Soda

POP Soda

POP Soda

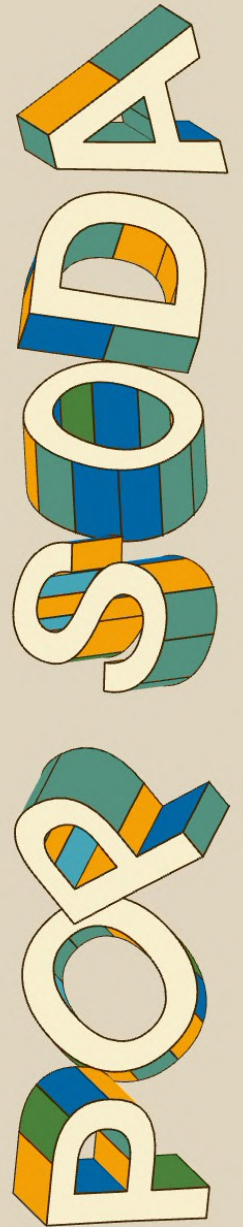
POP Soda

POP Soda

POP Soda

POP Soda







# WE SAY IT FOR YOU.



**MayISayDesign**

Joined June 2021 • 21 designs • [View artist profile](#)

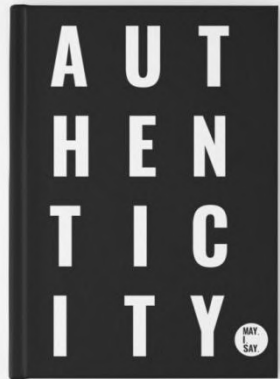
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MAY.  
I.  
SAY.  
DESIGN  
2021, Germany

Brand - Merch Design  
Text based and Minimalism







# THE LOOKBOOK MAGAZINE

The Lookbook Magazine

Less Reading, More Looking

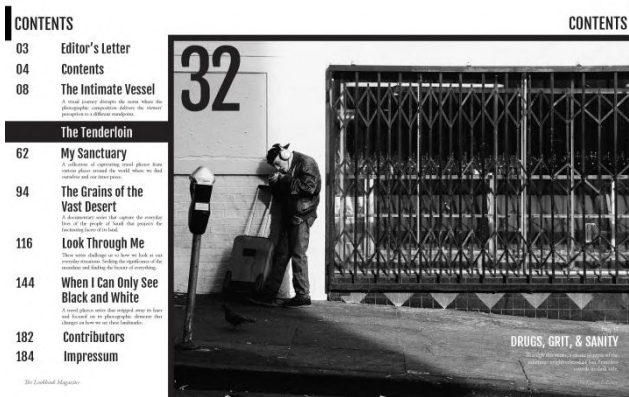
A curated photo-oriented publication.

Layout design and copywriting content.

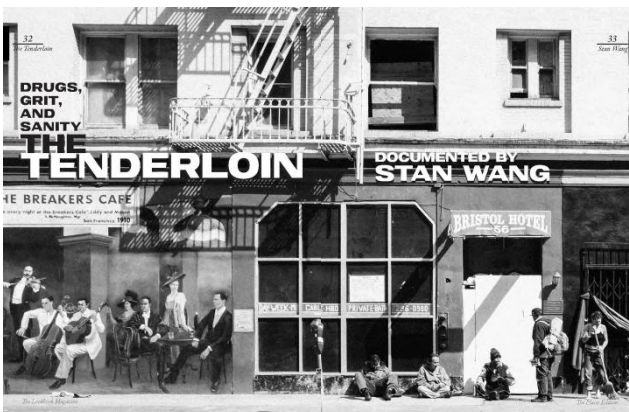


The Lookbook Magazine

The Story Edition



The Lookbook Magazine



The Lookbook Magazine

THE LOOKBOOK MAGAZINE

COVER PAGE

TIMELINE

CONTRIBUTORS

CONTACT US







Denn Sie Wissen Nicht Was Passiert  
RTL - 2025  
Set Design Conceptualization  
and Visualization



Production: Seapoint Productions GmbH & Co. KG  
Set/Production Designer: Adriano Ciarrettino





# die Haustierprofis<sup>1</sup>







Die Haustierprofis - ARD Degeto  
2023, Munsterland, Germany  
Key Visual

Production: Fabiola GmbH/ARD



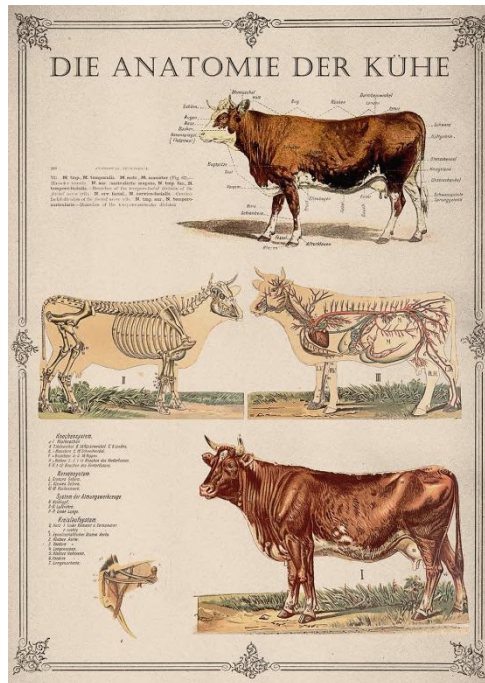
## The pet professionals (ARD Degeto)

- Daily animal show in the afternoon

15 episodes from June 12, 2023 , Monday to  
Friday at 2:10 p.m., in the Erste and the ARD  
media library

Moderator and animal lover **Ralph Morgenstern**, together with  
veterinarian and YouTuber **Dr. Karim Montasser** Mum and dad  
with their dogs and cats, birds, rabbits and hamsters, but also  
lizards and other exotic creatures at an idyllic moated castle in





## Die Haustierprofis - ARD Degeto

2023, Munsterland, Germany

Key Visual

Production: Fabiola GmbH/ARD

Set/Production Designer: Adriano Ciarretto





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# DIE HÖHLE DER LÜGEN

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Die Höhle der Lügen - ZDF Neo  
2020, Cologne, Germany  
Opener/Indikative

Production: Fabiola GmbH/ZDF  
Motion Design: Daniel Vogelpohl

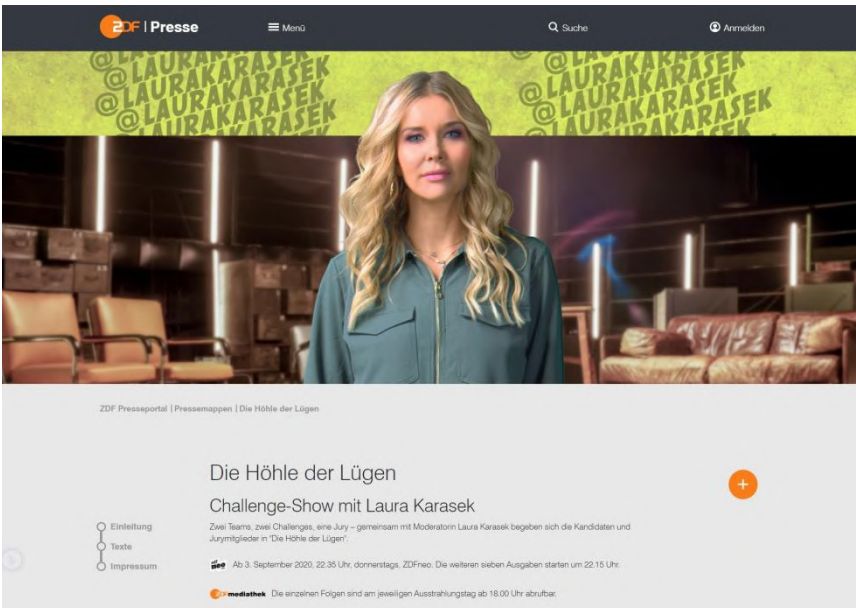
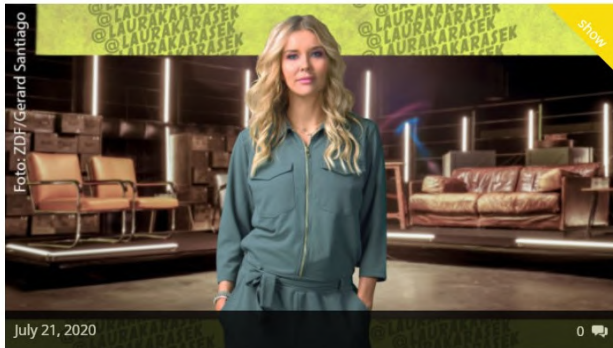




## Portfolio Request



Home show music series Food GIVE ME 5!



### THE DEN OF LIES (ZDFneo)

• Game show, 8 episodes starting September 3, 2020, 10:35 p.m. Thursdays

Two teams, two challenges, one jury. Together with presenter **Laura Karasek**, the candidates and jury members enter "The Cave of Lies". Each team faces a curious challenge: sell a crazy product via teleshopping, win against professional wrestlers or become a TikTok influencer in record time. Weird and definitely challenging. The jurors "**Freshtorge**" **Torge Oelrich** and **Vicki Blau** must evaluate the success and failure of the teams **Evelyn Weigert** and **Aurel Mertz**, **Jacqueline Feldmann** and **Daniele Rizzo** as well as **Sissy Metzsckhe** and **Naomi Jonassess**. Who really made it and who was just a good bluff?

Photo: ZDF / Gerard Santiago



Die Höhle der Lügen - ZDF Neo  
2020, Cologne, Germany  
Layout and Design

Production: Fabiola GmbH/ZDF



**Reebok - Promo Campaign**

Active wear from Women  
2016, San Francisco, CA  
Assistant/Light: Erik Butler  
Costume: Mina Mitchels  
Model: Avie Liu

*Gerard Santiago*  
PHOTOGRAPHY CREATIVE SERVICES

FASHION





**Reebok - Promo Campaign**  
Active wear from Women  
2016, San Francisco, CA  
Assistant/Light: Erik Butler  
Costume: Mina Mitchels  
Model: Avie Liu







**Zalando - New Brand Identity Campaign**  
2021, Cologne, Germany

Client: Zalando UGC  
Costume: Justina Snow  
Model: Hannah Astor



## Portfolio Request

### Ace & Tate Campaign

2020, Cologne, Germany

Costume: Allan Jens

Model: Konstantin Resch





AllianzVersicherung Campaign  
With Dieter Hallervorden  
2021, Berlin, Germany

Client: Allianz Deutschland AG  
Production: The Beauty Aside (TBA) GmbH  
Agency: Story Machine  
Production Design: Alexander Manasse  
Photo By: Hannes Casper  
3D Render and Edit: Gerardo Santiago



## Portfolio Request

Gerard Santiago  
Postproduction Creative Services



**Levi Strauss & Co.**  
Part of internal Retouching Team  
2021, US - Worldwide  
Creative retouching for  
photo campaigns and promotion launch.

Senior Manager of Post Production:  
Silvia Llopis  
Post Production Supervisor:  
Senny Mau  
Various Photographers  
Retouching: Gerard Santiago





**Levi Strauss & Co. - 501 Campaign**

Part of internal Retouching Team

2022, US - Worldwide

Creative retouching for  
photo campaigns and promotion launch.

Senior Manager of Post Production:

Silvia Llopis

Post Production Supervisor:

Senny Mau

Various Photographers

Retouching: Gerard Santiago







[brokenperception.net](http://brokenperception.net)



*Gerard Santiago*  
PHOTOGRAPHY CREATIVE SERVICES



[info@brokenperception.net](mailto:info@brokenperception.net)



**Levi Strauss & Co. - 501 Campaign**

Part of internal Retouching Team  
2022, US - Worldwide  
Creative retouching for  
photo campaigns and promotion launch.

Senior Manager of Post Production:

Silvia Llopis

Post Production Supervisor:

Senny Mau

Various Photographers

Retouching: Gerard Santiago







Gerard Santiago  
PROFESSIONAL CREATIVE SERVICES





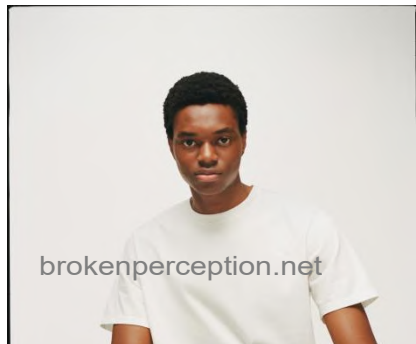
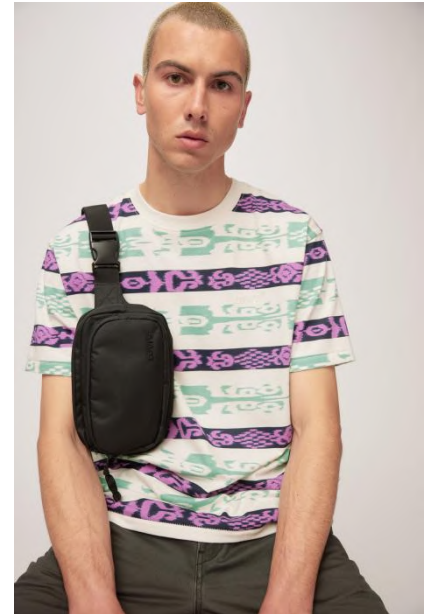
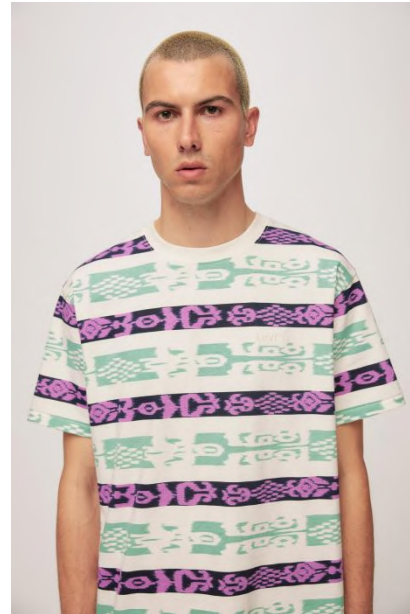


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photo campaigns and promotion launch.

Senior Manager of Post Production:  
Silvia Llopis  
Post Production Supervisor:  
Senny Mau  
Various Photographers  
Retouching: Gerard Santiago



Portfolio Request



brokenperception.net



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**I have a proposition...**  
Let's make something amazing!

*Gerard Santiago*  
PHOTOGRAPHY CREATIVE SERVICES

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[info@brokenperception.net](mailto:info@brokenperception.net)

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