



Gabriela Morales González

PHOTOGRAPHER

Senior Manager Photography & Design

WORK EXPERIENCE

Since 02/2025 Senior Photographer
Manager Design, Creative & Conception
Carry-On Publishing GmbH / sisterMAG Studio

- Head of photography department
- Art direction & content conception
- Campaign planning
- Lighting setup
- Photography & video production
- Image editing: color correction & retouching
- Video editing: cutting & color correction
- Graphic design

07/22 – 02/25 Photographer
Manager Design, Creative & Conception

01/21 – 07/22 Junior Photographer
Manager Design, Creative & Conception

01/20 – 12/20 Trainee Photographer
Design, Creative & Photography

04/17 – 08/17 Photo assistant internship
with photographer Laura Morgenstern
in Berlin/Mannheim

- Lighting setup
- Runner for photography productions
- Image editing: color correction & retouching

- Continued assistant photography tasks after internship period ended



CONTACT:

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PERSONAL INFORMATION:

Birthday: 08. January 1996
Birthplace: Mexico City, Mexico



LANGUAGES:

Spanish
● ● ● ● ●

German
● ● ● ● ●

English
● ● ● ● ●



SOFTWARE SKILLS

Photography & Postproduction:

Capture One
● ● ● ● ●

Lightroom
● ● ● ● ○

Photoshop
● ● ● ● ○

Video & Animation:

Premiere Pro
● ● ● ● ○

DaVinci Resolve
● ● ● ○ ○

After Effects
● ● ○ ○ ○

Cinema4D
● ● ○ ○ ○

Design:

InDesign
● ● ○ ○ ○



INTERESTS:

Music

Fine Arts

Travel

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EDUCATION

- 10/15 - 03/19 Bachelor of Arts, Photography
design akademie berlin
SRH Hochschule für Kommunikation und Design
- 2013 - 2015 German School South Campus in Mexico City
(junior and senior years of high school, graduated
with an Abitur high school diploma)
- 2012 - 2013 BORG Linz in Linz, Austria
(sophomore year of high school)
- 2003 - 2012 German School South Campus in Mexico City
(elementary & middle school)

ABOUT ME & MY MOTIVATION

I am a responsible and motivated person, who is always willing to learn new skills. As the head of a photography department, my focus lies on bringing concepts to life by managing projects and being deeply involved in every stage of the creative process. Through my experience in advertising and content creation, I acquired an integral understanding of visual storytelling within a professional and commercial context, as well as a strong sense of brand identity. I enjoy teamwork and I approach it with open communication and close collaboration. In a new position I aim to further develop my leadership skills and my passion for photography, video and design.