

VIC SANCHEZ

GCD / AD

People-first creative leader who builds strong teams and collaborative cultures.
Driven by curiosity, integrating emerging technologies to keep brands modern, relevant, and effective.

EXPERIENCE

January 2020 - Present

Group Creative Director / Allstate - Chicago

Brands: Allstate, Direct Auto, National General

MARCH 2017 - JANUARY 2020

Creative Director / Group Creative Director

DDB / We Are Unlimited - Chicago

Brands: McDonald's, Capital One, Kraft Heinz, AT&T

AUGUST 2014 - MARCH 2017

Associate Creative Director / Leo Burnett - Chicago

Brands: Altria, Philip Morris, Numark, Samsung,
Jell-O, Harley-Davidson

MARCH 2010 - AUGUST 2014

Senior Art Director / Leo Burnett - Chicago

Brands: Purina, Samsung, Altria, Philip Morris

MAY 2004 - MARCH 2010

Art Director, Animator / TribalDDB - Chicago

Brands: Budweiser, State Farm, Dell, Microsoft

RECOGNITION

65+ International Awards

across global brand campaigns

Cannes Lions, D&AD, One Show, LIA, Clio, ADC

SKILLS

Creative Leadership & Strategy

Team Development, Brand Systems,
Integrated Campaigns, Creative Operations

AI & Emerging Technology

Generative AI Integration, Workflow Modernization,
Adobe Firefly, Runway, Copilot, ChatGPT

Design & Creative Systems

Visual Identity, Cross-Channel Design, Photography

Core Tools

Adobe Creative Suite, Figma, Lightroom

Education

Bachelor of Fine Arts

Visual Communications, 2003
The Illinois Institute of Art - Chicago

Languages

Fluent in English and Spanish

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