



TOMAS VALENZUELA HOFSTETTER

BRAND DESIGNER WHO DRAWS

Better known as Tom Hoff. 9+ years building identities, packaging and characters for brands in Chile, Spain and the United States, plus three years leading design in-house at a B2B startup. I started in sales at Nestlé, so I design brands to sell.

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EXPERIENCE

Designer & Illustrator | DEEP | Part-time, Remote March 2026 — Present

- Designed the characters for this Chilean focus drink and lead its day-to-day design: point of sale, online and offline campaigns, social media and email.

Brand Designer & Illustrator | Freelance Jun 2020 — Present

- Identities and logos, including The Vros, Tejuelas Copperwood and Lector Caminante.
- Packaging, such as a limited-edition label for Cerveza Austral; illustration and apparel graphics for Macadam, Papa John's and WildLama.
- 50+ monthly covers for Salú magazine (HelloWine) since 2020.

Co-founder, Brand & Product Designer | Fauna Jam Dec 2022 — Present

- Illustrated clothing brand sold in two Barcelona shops, at markets and online. I lead illustration and art direction for 20+ designs, plus finance, logistics and the online store.
- Shifted from activism to pet lovers when sales showed who was buying; collaborated with an animal sanctuary in Asturias.

Co-founder, Brand Designer | Tinta Picante Jan 2025 — Present

- Side studio with my brother, one or two branding projects a year: the Jigger Drinks rebrand and the Beefy Foods characters.

Web & eCommerce Designer | Lemon Block Mar 2025 — Present

- 10+ websites and online stores for small brands, designed in Figma and built in Shopify and Webflow.

Head of Design | Scale Lab | Part-time, Remote Mar 2026 — Oct 2026

- Campaign graphics for several clients of this Chilean marketing agency.

Head of Design | Bagoost | Remote Jun 2020 — Aug 2023

- Chilean B2B marketplace connecting independent brands with neighbourhood shops; started as Dealing and became Bagoost when it changed strategy.
- Designed the platform end to end in Figma (store, brand dashboard, cart, checkout, app) and the brand with all its communication.
- Visited shops and suppliers and turned what I heard into product decisions. Worked with six developers and sales; supervised one designer.
- 100+ brands selling to 200+ shops across Chile by early 2023.

Co-founder, Graphic Designer | Estudio Nodo Aug 2017 — Sep 2019

- Identities, packaging and spaces, including the Uncle Fletch restaurant (interior and facade, with architects). Ongoing design support for Tous Chile and Mercado Libre Chile.

Key Account Manager, eCommerce & Alternative Channels | Nestlé Chile Jun 2016 — Aug 2017

- Sales targets for e-commerce accounts (Walmart, Cencosud, SMU), alternative channels and Nestlé's own online store.

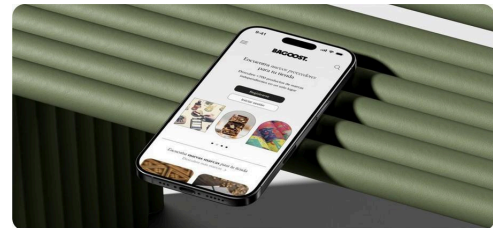
Sales Planning Analyst | Nestlé Chile Mar 2014 — May 2016

Open to full-time roles in Barcelona or remote

SELECTED WORK



Jigger Drinks · Rebrand & labels



Bagoost · B2B platform



Beefy Foods · Character design

SKILLS

Branding · Packaging · Illustration · Character design · Lettering · UX/UI · Web & e-commerce

TOOLS

Figma · Illustrator · Photoshop · InDesign · Webflow · Shopify · Framer

EDUCATION

Master's in Illustration & Comics

Elisava, Barcelona · 2019 — 2020

Master's in Marketing

Universidad Adolfo Ibáñez · 2011 — 2012

Business Administration

Universidad Adolfo Ibáñez · 2007 — 2011

LANGUAGES

Spanish (native) · English (B2, professional working)

OUTSIDE WORK

Climbing · Typography · Animals · Art