



# XENIA MAGRANER

ART DIRECTION | GRAPHIC DESIGN

PORTFOLIO



## TABLE OF CONTENT

Introduction	2	50 <sup>th</sup> Anniversary	11
Pebbld	3	The Cloo	12
Taylor Swift	5	Impuls	13
Lansdowne Mall	6	Blink	14
Échale Huevos	7	Kome	15
Brass & Barley	9	Chessboard	17

**XENIA MAGRANER**

GRAPHIC DESIGN & ART DIRECTION

Graphic designer from sunny Spain,  
now permanent resident in Vancouver,  
specializing in advertising design and brand  
communication

I balance agency work with freelance projects that let  
me explore, experiment, and create meaningful visual  
stories. Always open to new adventures.

Illustrator

Figma

Photoshop

Canva

SketchUp

Indesign



## EXPERTISE

I've built digital strategies across a range of industries including fashion, beauty, lifestyle, wellness, and creative tech. Each experience has sharpened my ability to adapt messaging to diverse audiences while maintaining strategic consistency.



Branding



Website



Packaging



Socials



Print



Illustration



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# Pebbld.

Pebbld is a Vancouver-based digital printing company targeting interior designers and retail spaces. I developed their brand identity from the ground up, including the visual system, website, and sales collateral, to position them as a creative partner rather than just a print vendor.

INDUSTRY: INTERIOR DESIGN (B2B / B2C)

Illustration

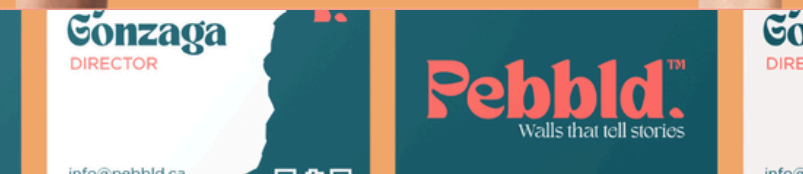
Socials

Print

Website

Brand Identity

Packaging





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**Pebbld.**  
Walls that tell stories

**Lynne Gonzaga**  
DIRECTOR

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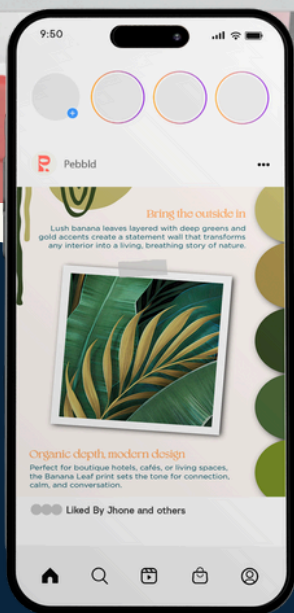
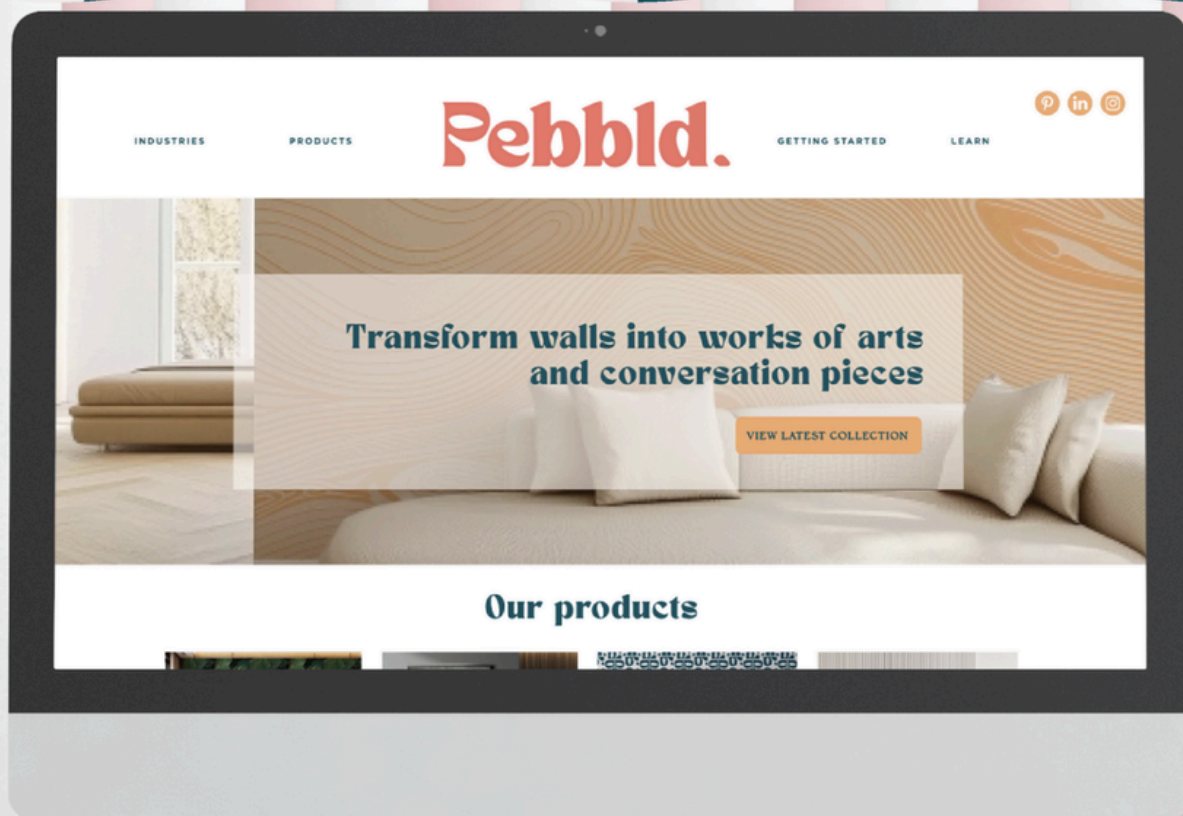


**Lynne Gonzaga**  
DIRECTOR



**Pebbld.**  
Walls that tell stories

**Lynne Gonzaga**  
DIRECTOR





# Pacific Centre - Taylor Swift Tour Event

Pacific Centre wanted to turn unexpected spaces, washrooms and parking areas, into Instagram-worthy fan experiences during the Eras Tour. I art directed installations celebrating three Taylor Swift albums, transforming functional mall spaces into immersive destinations.

Illustration

Print

INDUSTRY: RETAIL (B2C)





# Lansdowne Shopping Centre

A full rebrand rollout, website refresh, seasonal campaigns, and transit advertising across Vancouver's bus and SkyTrain network. The challenge was building a flexible system that works across dozens of touchpoints while modernizing a well-established shopping destination.

INDUSTRY: RETAIL (B2C)

[Print](#)

[Website](#)

[Brand Identity](#)





# Échale Huevos / Tortilla Mamapaca

Spanish tortilla brand and event for Jamoneria at ARC Iberico Imports, celebrating authentic Spanish food culture in Canada. I led brand identity, packaging, and social campaign, balancing bold, playful visuals with genuine cultural pride.

INDUSTRY: FOOD & BEVERAGE (B2C)

Illustration

Socials

Print

Brand Identity

Packaging









# Brass & Barley

A craft beer brand built from scratch. I developed the identity, packaging, and on-premise collateral, coasters, barrel markers, tap handles, with a vintage-industrial aesthetic that feels rooted in brewing tradition without being nostalgic.

Illustration

Print

Brand Identity

Packaging

INDUSTRY: FOOD & BEVERAGE (B2B / B2C)

# BRASS & BARLEY

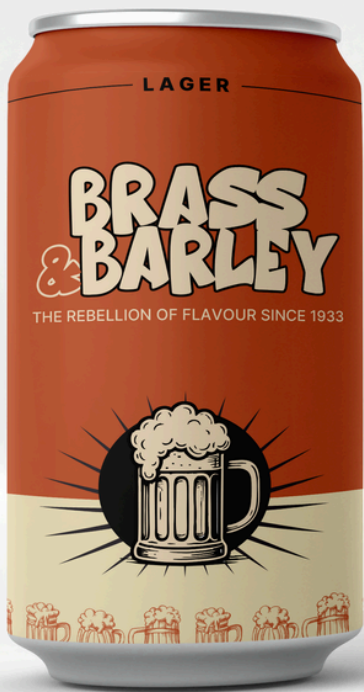
THE REBELLION OF FLAVOUR SINCE 1933



Crafted with care and tradition, our beer delivers a bold, smooth taste that celebrates quality ingredients and timeless brewing.









# 50<sup>TH</sup> ANNIVERSARY

Commemorative book celebrating 50 years of one of Valencia's Fallas monuments. I designed the cover and interior layout, and wrote the accompanying poetry, a personal project connecting design with my Spanish roots.

INDUSTRY: EDITORIAL

Illustration

Print





# The Cloo

Canadian imaging company specializing in retail displays and commercial signage. I developed their brand identity, website, social presence, and merchandising materials, giving a technical, production-focused business a visual identity with personality.

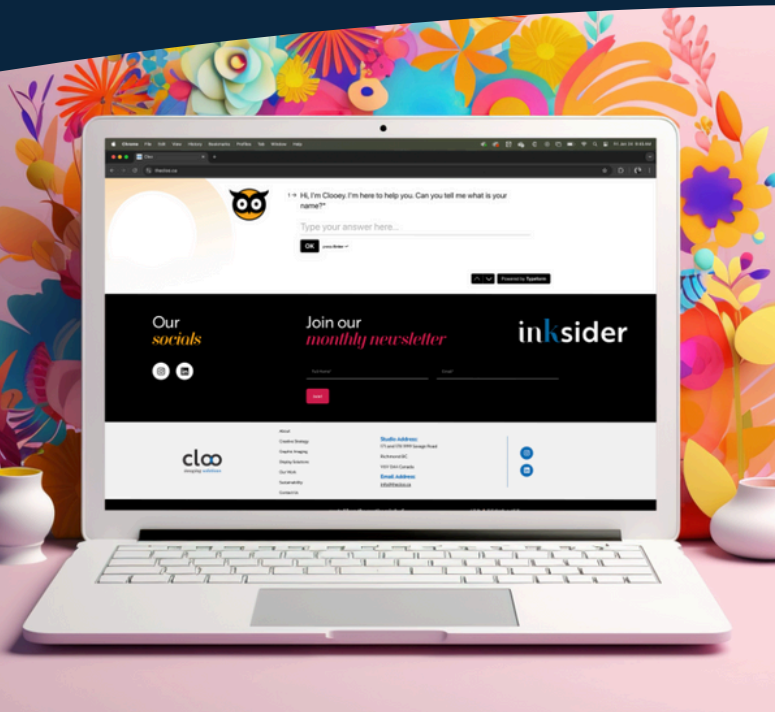
INDUSTRY: PRINTING & SIGNAGE (B2B / B2C)

Socials

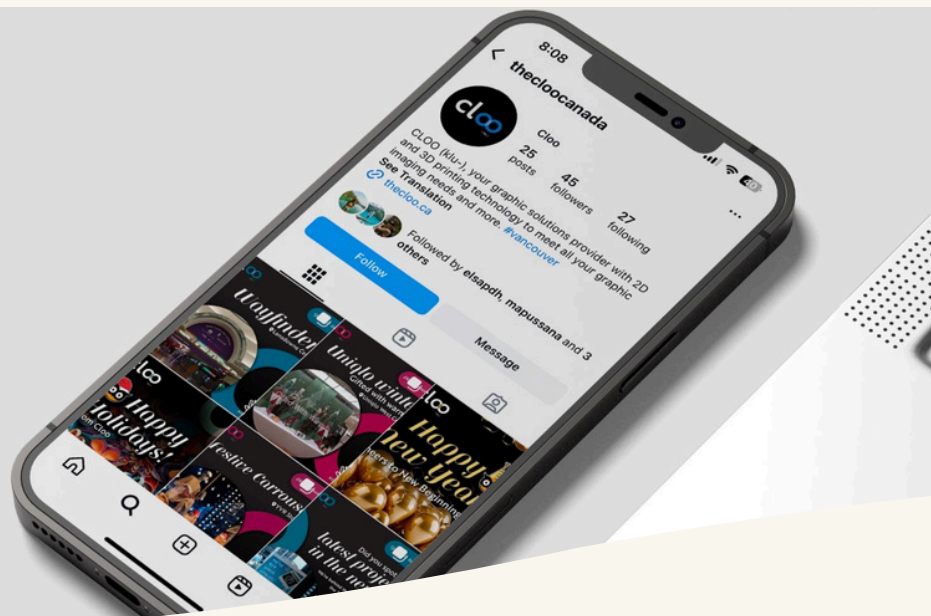
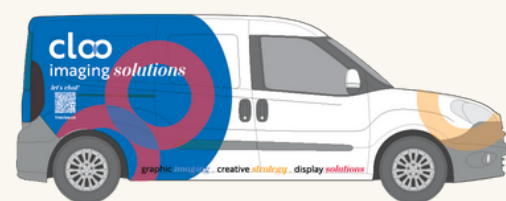
Website

Brand Identity

Merchandising



*in(k)sider*





# Impuls

Brand identity and merchandise for a new fitness centre built around movement and momentum. I created a graphic system with a strong pulse and clean typographic structure, giving Impuls a clear, energetic presence across apparel and in-space applications.

INDUSTRY: FITNESS & WELLNESS (B2C)

Brand Identity

Merchandising





# Blink

A Spanish optical brand launching eye-exam services needed a campaign, "Read between the eyes", that felt modern and approachable, not clinical. I led art direction and design, combining photography and illustration to position Blink as an accessible vision-care destination.

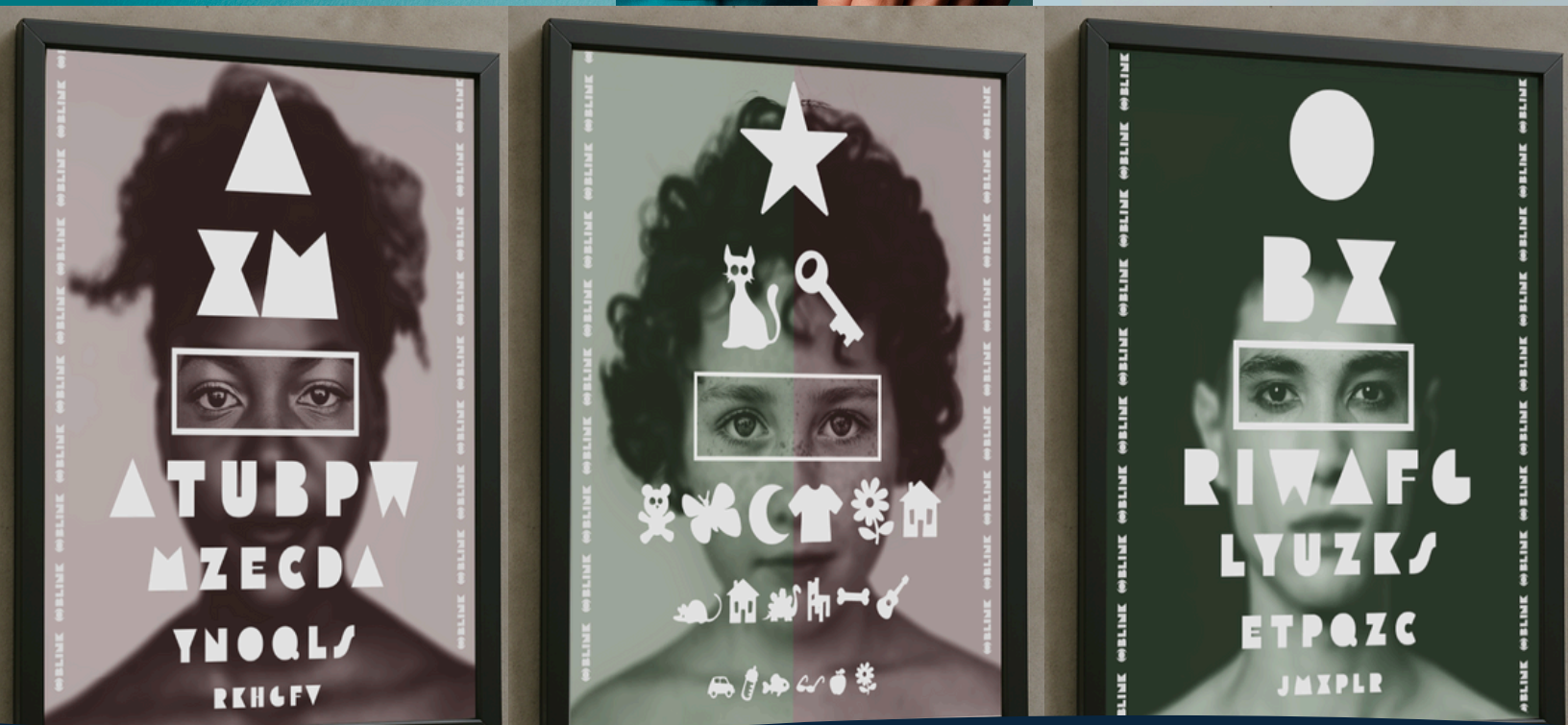
INDUSTRY: HEALTH & VISION CARE (B2C)

Illustration

Print

Brand Identity

Packaging





# Kome

Brand identity and packaging for a Spanish–Japanese fusion restaurant in Spain. I blended restrained Japanese forms with warmer Mediterranean textures to create a balanced, contemporary visual language rooted in the restaurant's culinary approach.

INDUSTRY: HOSPITALITY & CULINARY (B2C)

Illustration

Print

Brand Identity

Packaging





# Chessboard

Pacific Centre commissioned a large-scale interactive installation for their outdoor space. I designed a 10×10ft chessboard, from concept to final production files, creating a playful public landmark that invites passersby to stop, play, and engage with the space. Simple brief, bold execution, built to withstand Vancouver weather and daily use.

INDUSTRY: RETAIL

Illustration

Print







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## SOME OF OTHER CLIENTS I WORKED WITH



wesgroup

**CF** Cadillac  
Fairview



**INTEGRAL**  
SERVICES GROUP

 **acciona**

