



# XENIA MAGRANER

ART DIRECTION | GRAPHIC DESIGN

PORFOLIO



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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

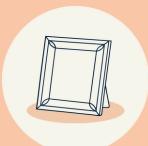


## EXPERTISE

I've built digital strategies across a range of industries, including fashion, beauty, lifestyle, wellness, and creative tech, helping them to tell their story through design that blends strategy and emotion with Brand & Visual Identity, Website & Digital Design, Pre-production & Printing, Illustration & Creative Content, and Campaign & Editorial Design.



BRANDING



ILLUSTRATION



WEBSITE



CAMPAIGNS



PRINTING



PACKAGING



SOCIALS



778.834.3978



XENIAWITHX@GMAIL.COM



XENIAWITHX.COM



IN/XENIAWITHX/



@XENIA\_WITHX

# 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

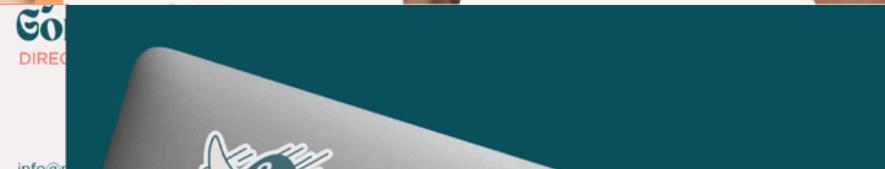
Socials

Print

Website

Brand Identity

Packaging





**Pebbld.**<sup>TM</sup>  
Walls that tell stories

**Lynne**  
**Gonzaga**  
DIRECTOR

info@pebbld.ca  
www.pebbld.com  
778 385 9787



**Lynne**  
**Gonzaga**  
DIRECTOR



**Pebbld.**<sup>TM</sup>  
Walls that tell stories

**Lynne**  
**Gonzaga**  
DIRECTOR

**Pebbld.**

INDUSTRIES

PRODUCTS

GETTING STARTED

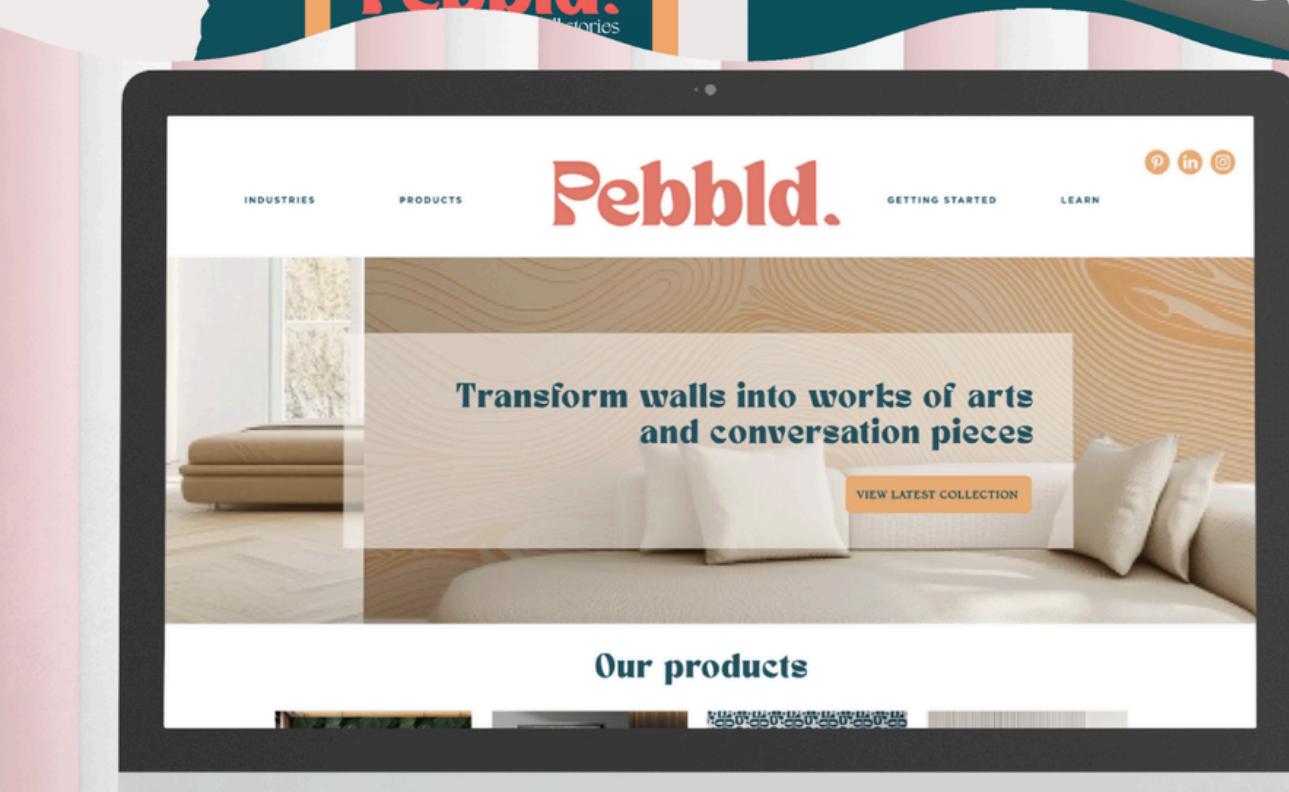
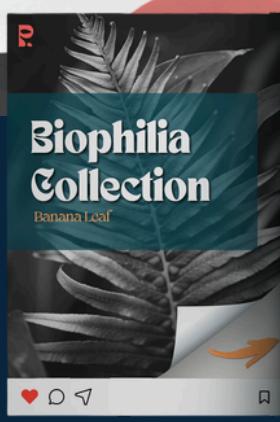
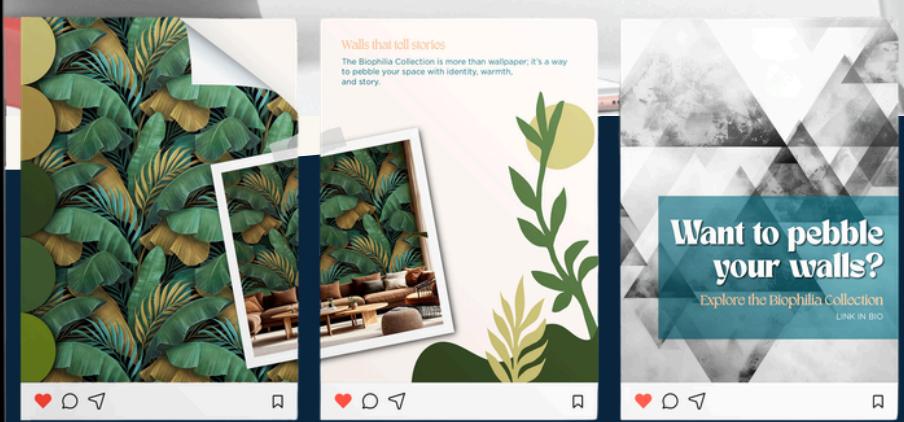
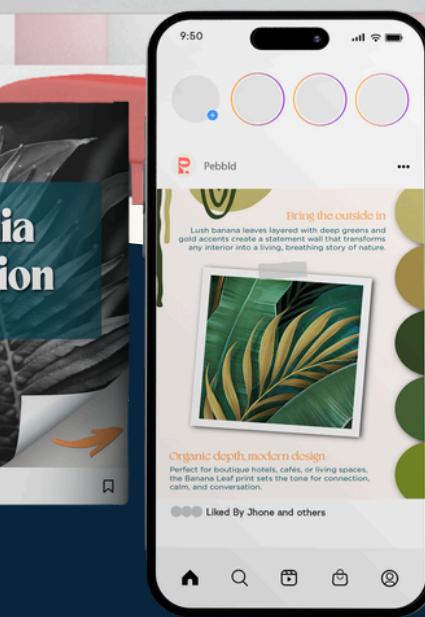
LEARN



Transform walls into works of arts  
and conversation pieces

[VIEW LATEST COLLECTION](#)

Our products



# 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)

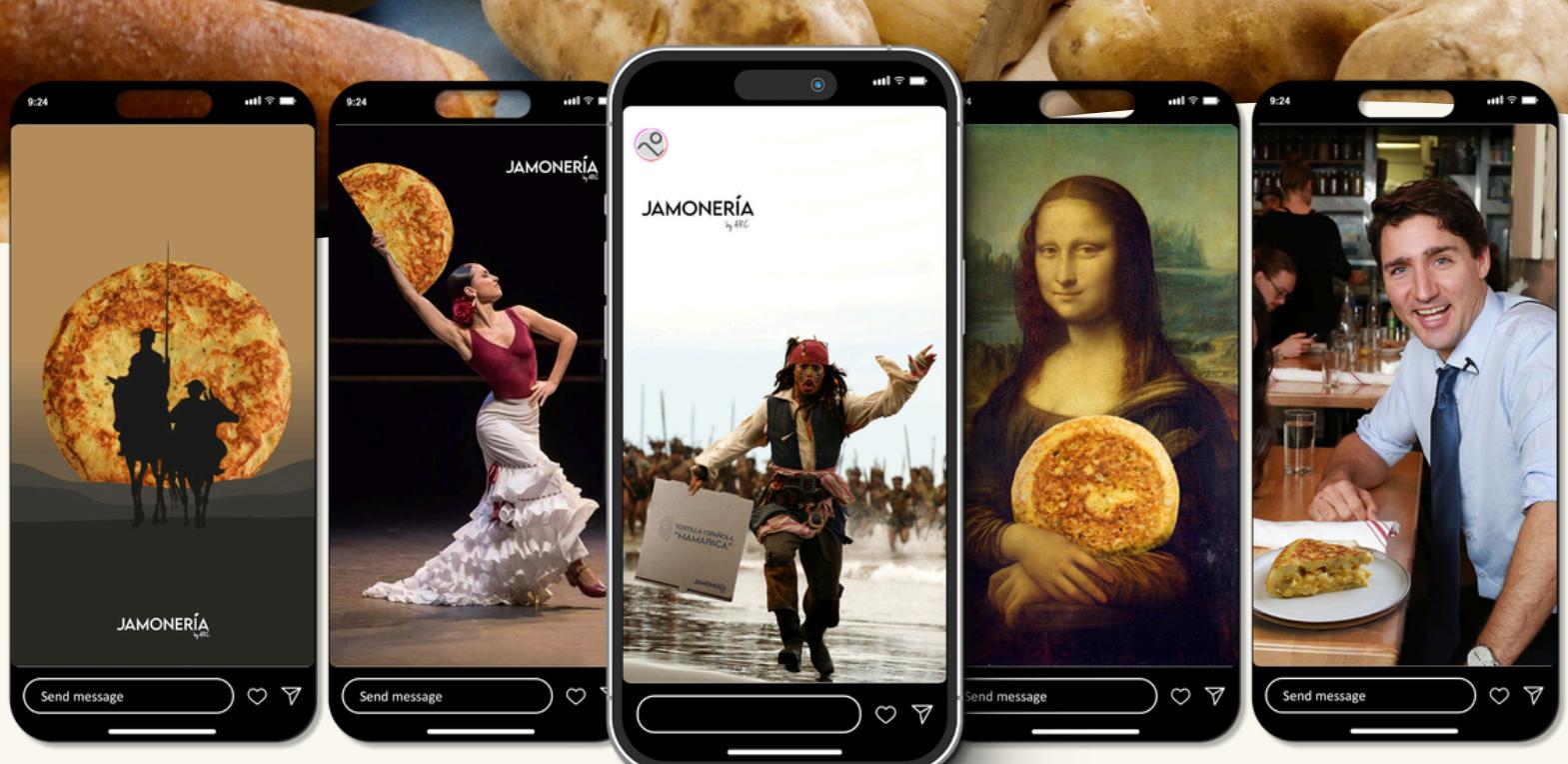
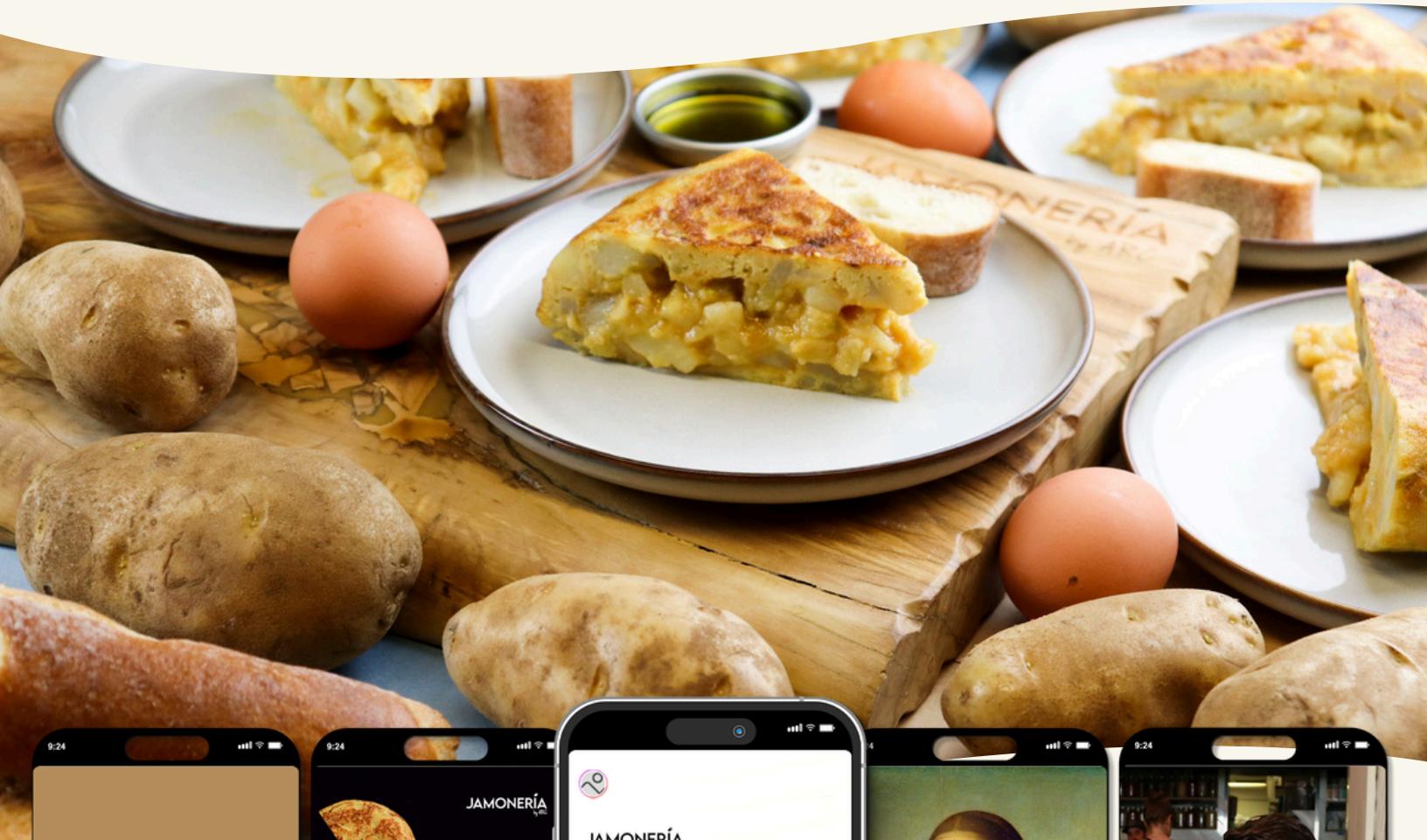
Illustration

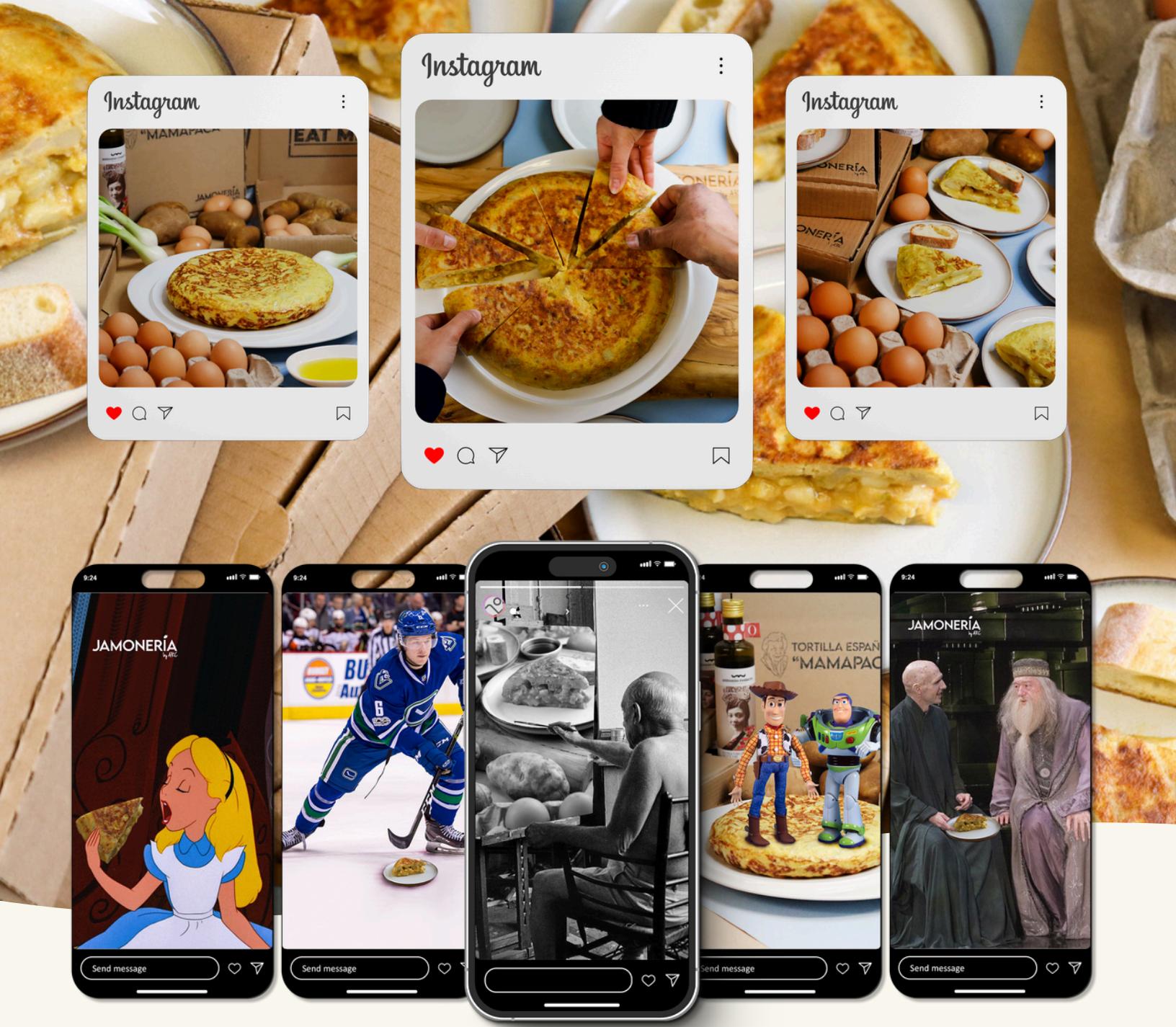
Socials

Print

Brand Identity

Packaging





**TORTILLA ESPAÑOLA  
“MAMAPACA”**



# 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

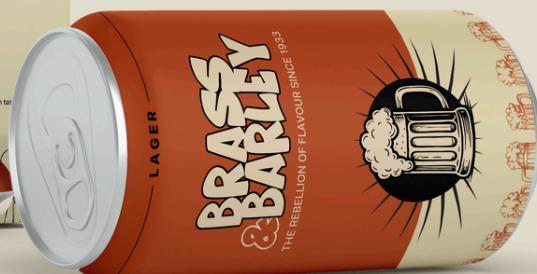
Brand Identity

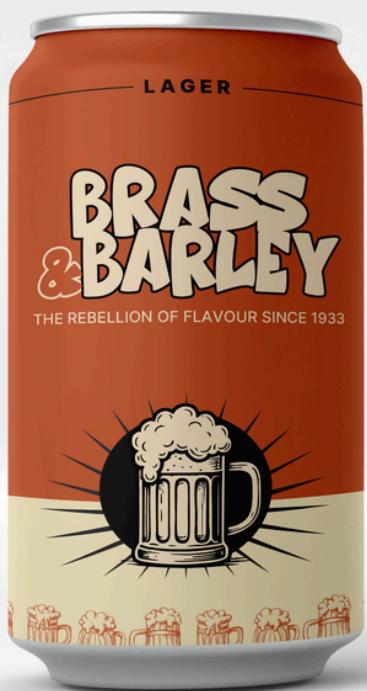
Packaging

INDUSTRY: FOOD & BEVERAGE (B2B / B2C)



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





# The Journey Of Finding You

A children's story about love, distance, and imagination. When aunts and uncles live far away, a magical suitcase sends them on unexpected journeys around the world, inviting young readers to follow along and discover that love always stays close, even across distance.

INDUSTRY: EDITORIAL & PUBLISHING | ARTS & CULTURE | EDUCATION

Illustration

Print

Writing



# 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

Writing



# 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.

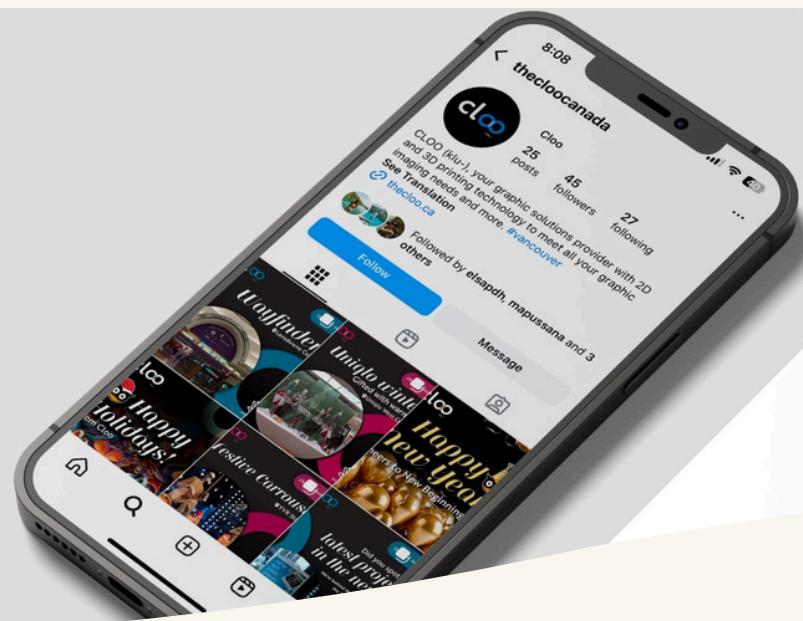
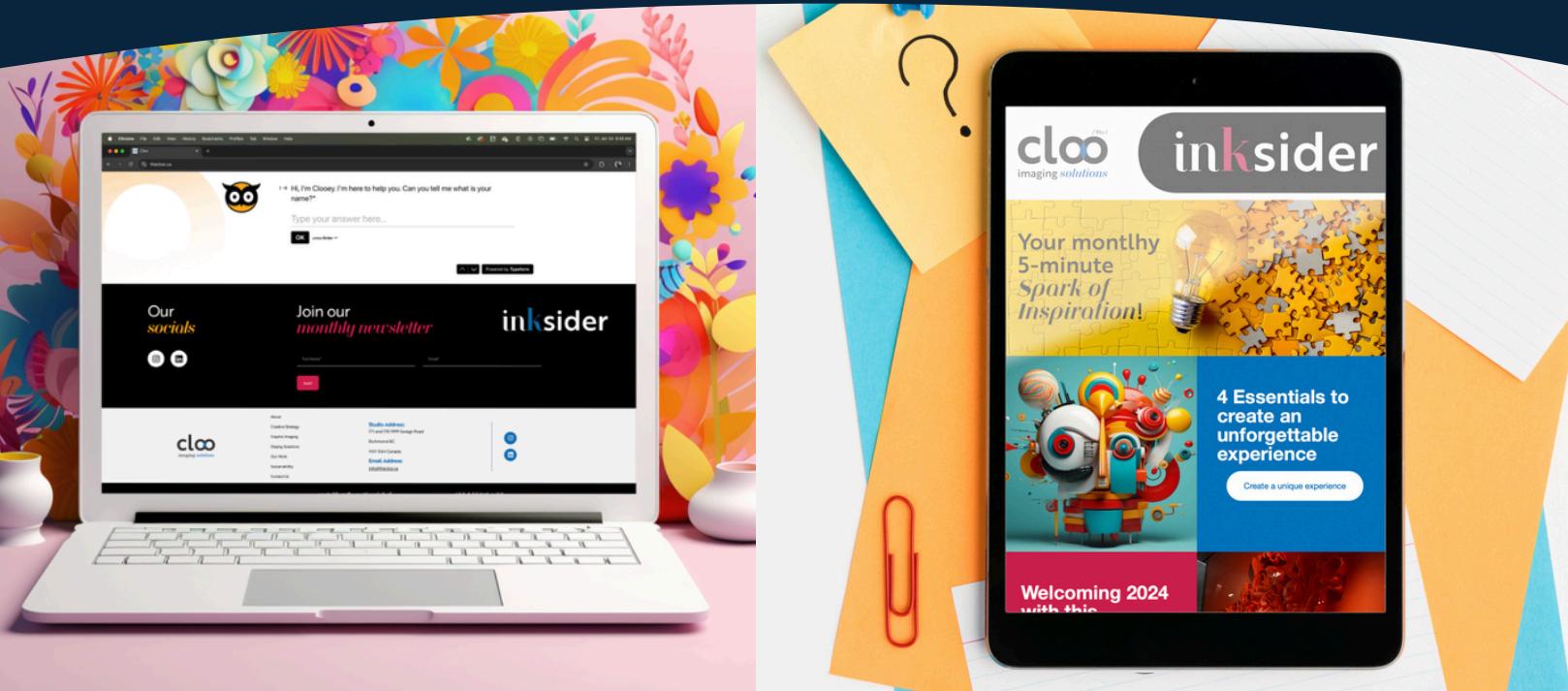
INDUSTRY: PRINTING & SIGNAGE (B2B / B2C)

Socials

Website

Brand Identity

Merchandising



# 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



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.

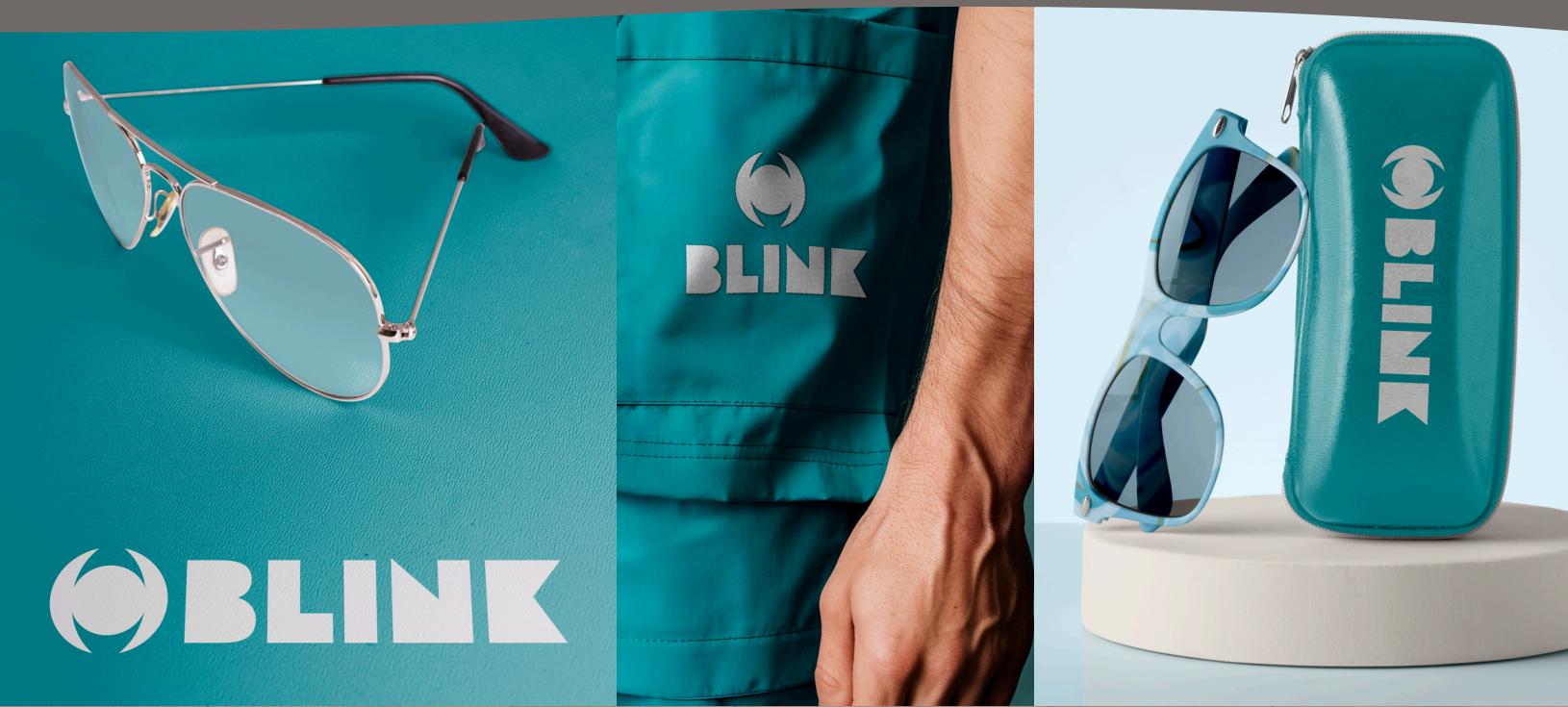
INDUSTRY: HEALTH & VISION CARE (B2C)

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 10x10ft 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



 778.834.3978

 XENIAWITHX@GMAIL.COM

 XENIAWITHX.COM

 IN/XENIAWITHX/

 @XENIA\_WITHX

## SOME OF OTHER CLIENTS I WORKED WITH



wesgroup

 Cadillac  
Fairview



 INTEGRAL  
SERVICES GROUP

