



XENIA MAGRANER



ART DIRECTION | GRAPHIC DESIGN

PORTFOLIO

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XENIA MAGRANER

GRAPHIC DESIGN & ART DIRECTION

Creative director and 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

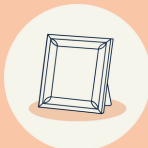
Indesign

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



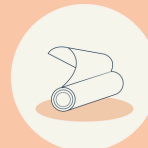
ILLUSTRATION



WEBSITE



CAMPAIGNS



PRINTING



PACKAGING



SOCIALS



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Mantle of the Virgin, 2026

Designed the mantle of the Virgin for Valencia's traditional Flower Offering, recognized as Cultural Heritage of Humanity, becoming the first designer to lead this iconic cultural installation. Over two days, I led the design of the 15-meter structure, overseeing the precise, hand-placed arrangement of more than 1 million bouquets.

INDUSTRY: CULTURAL / PUBLIC ART

Illustration

Print

Storytelling



Pebblid.

Pebblid 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

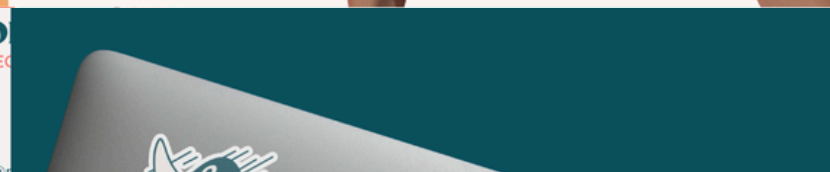
Socials

Print

Website

Brand Identity

Packaging



778 385 9787



778 385 9787

Pebbld.
Walls that tell stories

Lynne Gonzaga
DIRECTOR

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

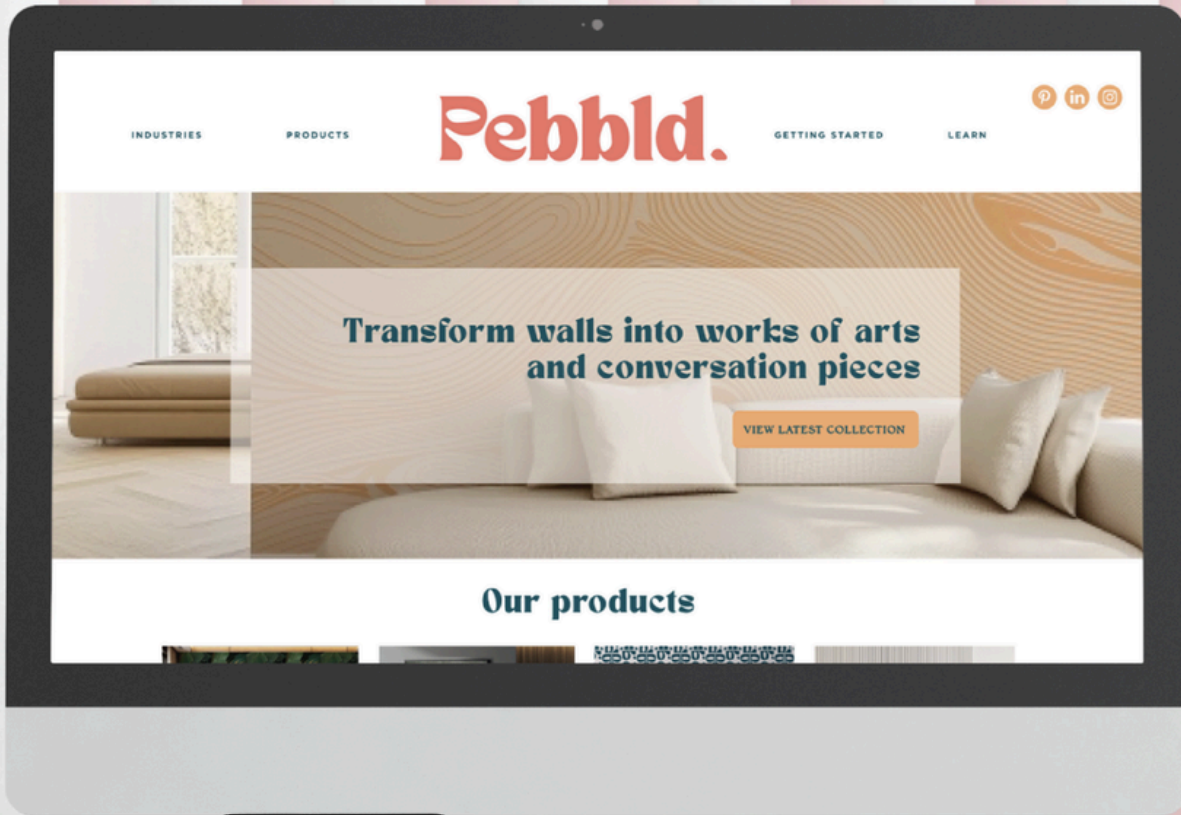


Lynne Gonzaga
DIRECTOR



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

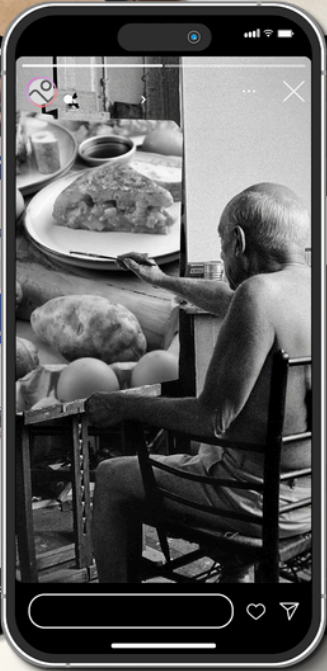
Socials

Print

Brand Identity

Packaging





TORTILLA ESPAÑOLA
"MAMAPACA"



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



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)

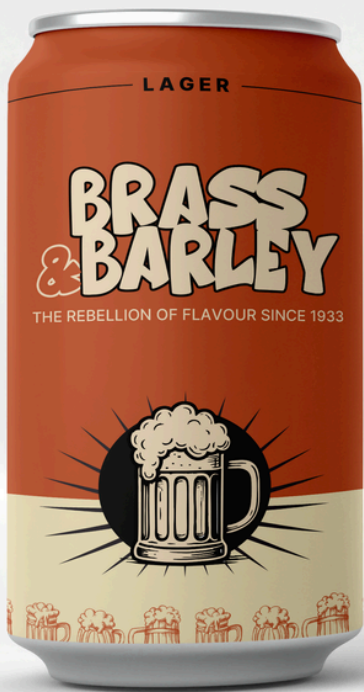
BRASS & BARLEY

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.





50TH 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.

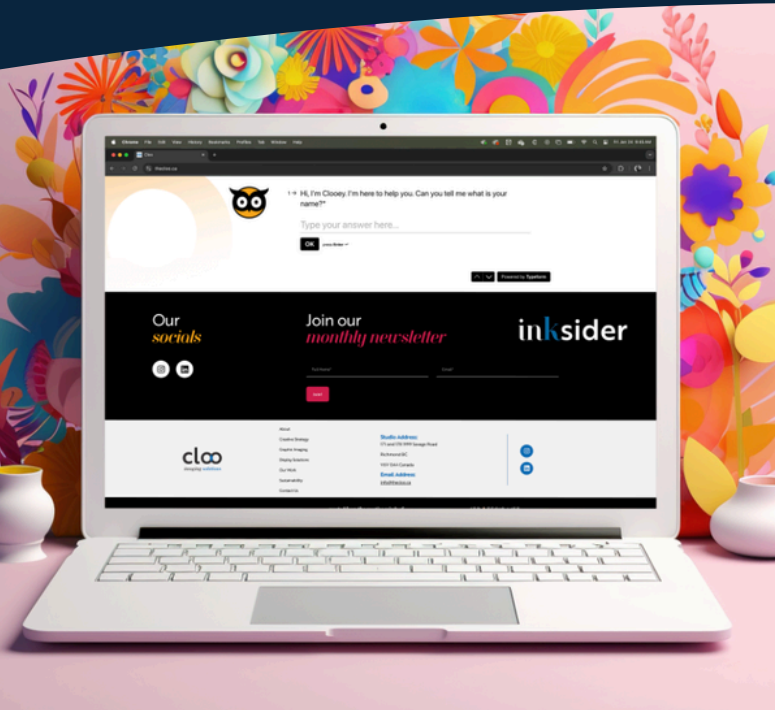
INDUSTRY: PRINTING & SIGNAGE (B2B / B2C)

Socials

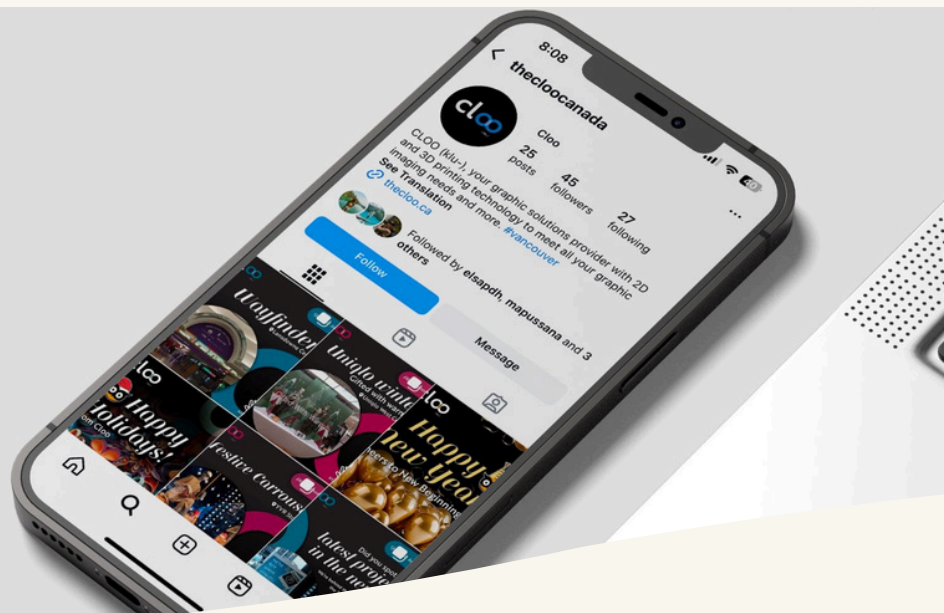
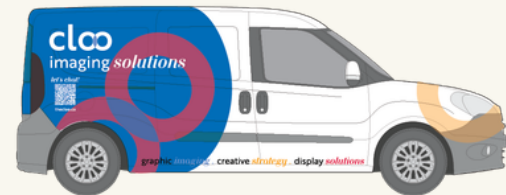
Website

Brand Identity

Merchandising



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.

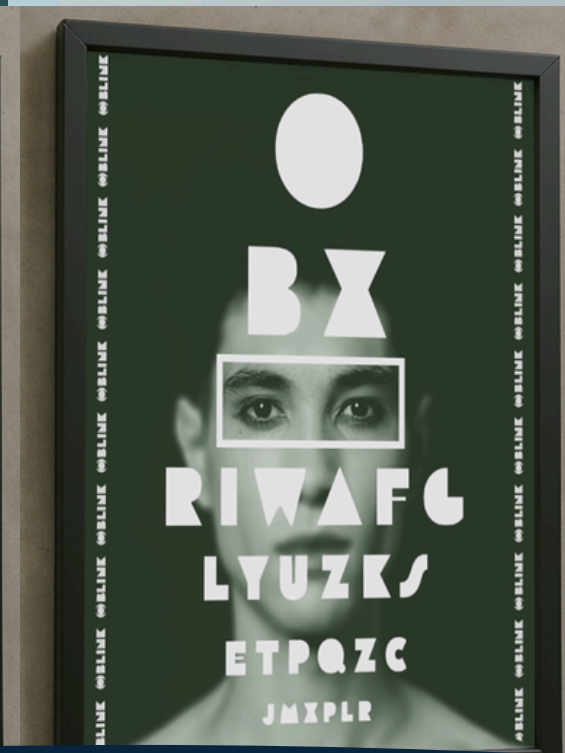
INDUSTRY: HEALTH & VISION CARE (B2C)

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



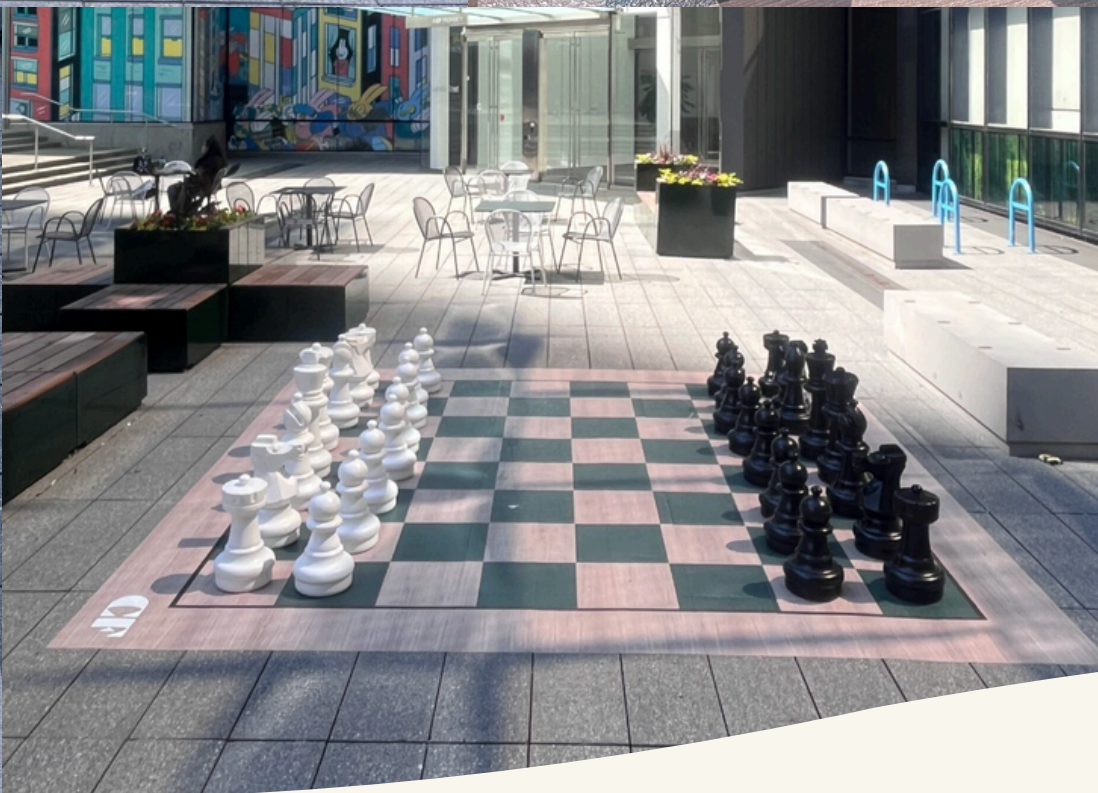
Chessboard

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



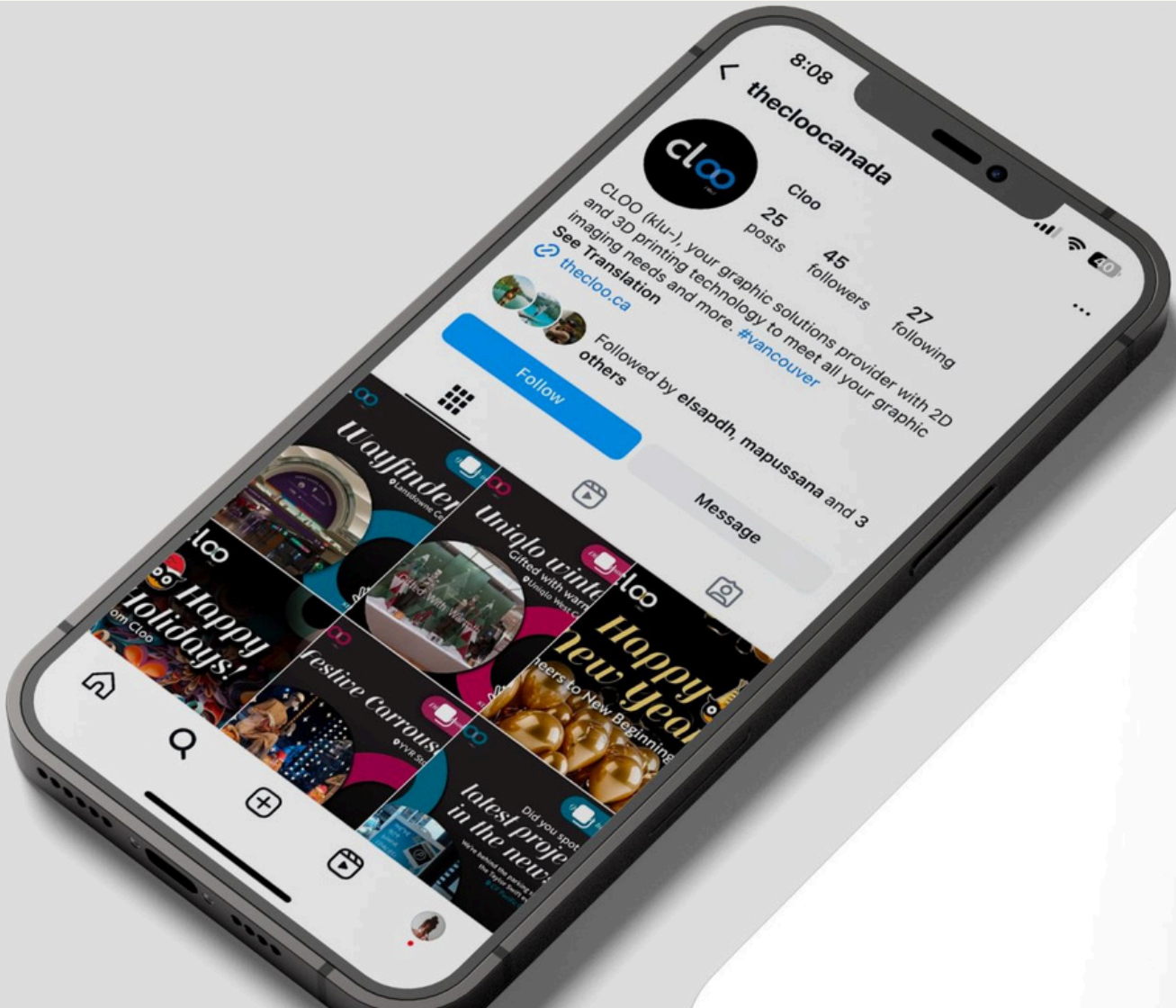
wesgroup

CF Cadillac Fairview



INTEGRAL SERVICES GROUP





8:08

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27 following

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