



XENIA MAGRANER



ART DIRECTION | GRAPHIC DESIGN | ILLUSTRATION

WWW.XENIAWITHX.COM

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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.

We live in a hyper-digitalized era where it's easy to end up as just another numb robot, doing the exact same thing as everyone else. I choose not to board that ship.

If you're looking for quick, generic design, there are thousands of options out there. If you're looking to inject soul, character, and narrative into your brand, you're in the right place.



SketchUp

Indesign

Photoshop

Canva

Figma

Illustrator

EXPERTISE

I work with people who have poured their hearts into building their businesses, who deeply respect their own clients, and who are driven by a real purpose that goes far beyond money, 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

Designing and coordinating one million flowers on a 15-meter monument to transform a massive cultural tradition into a visual call for peace, becoming the first designer to lead this iconic cultural installation: The mantle of the Virgin for Valencia's traditional Flower Offering, recognized as Cultural Heritage of Humanity.

INDUSTRY: CULTURAL / PUBLIC ART

Illustration

Print

Storytelling



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

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DIRECTOR

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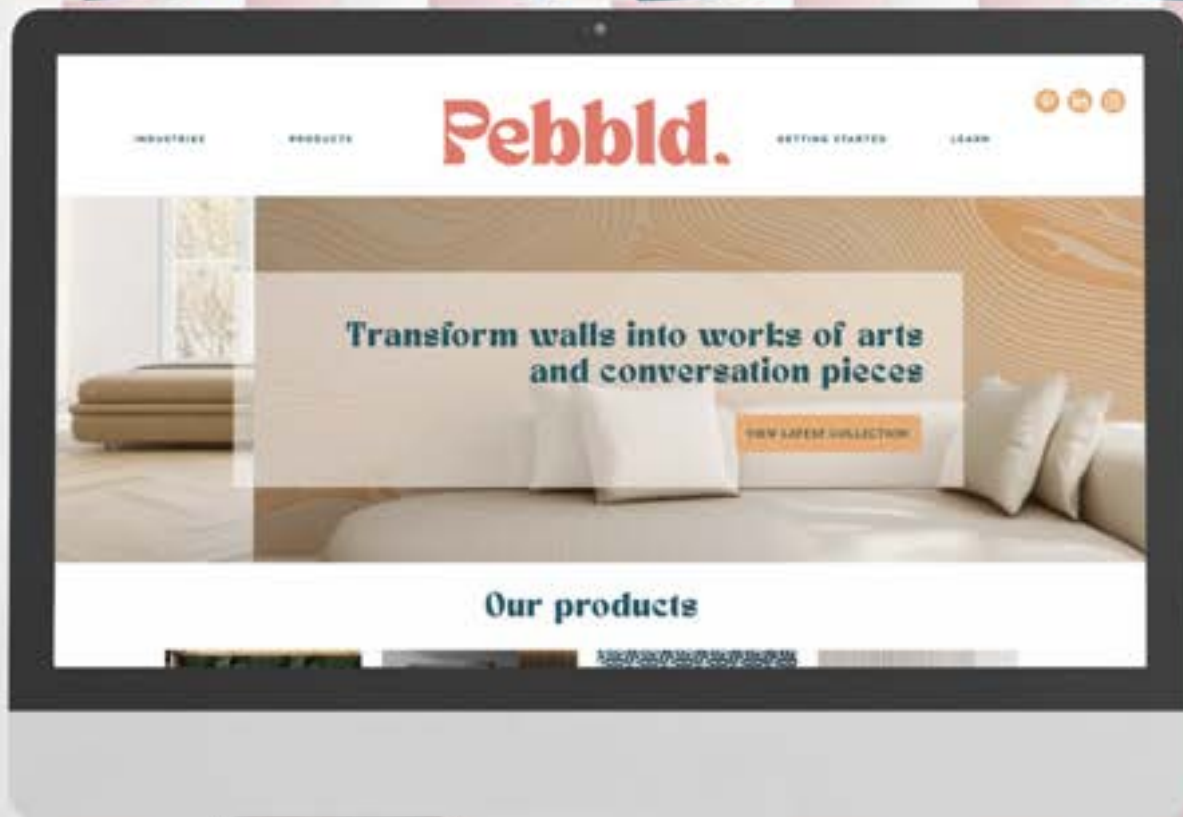


Lynne Gonzaga
DIRECTOR



Pebbld.
Walls that tell stories

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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

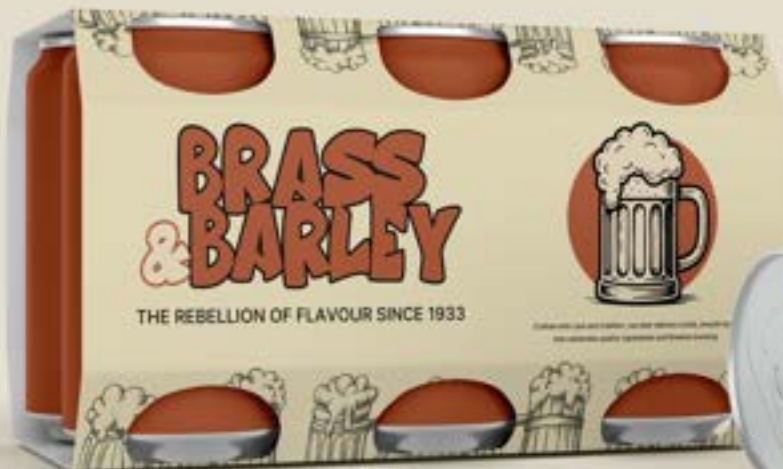
INDUSTRY: FOOD & BEVERAGE (B2B / B2C)

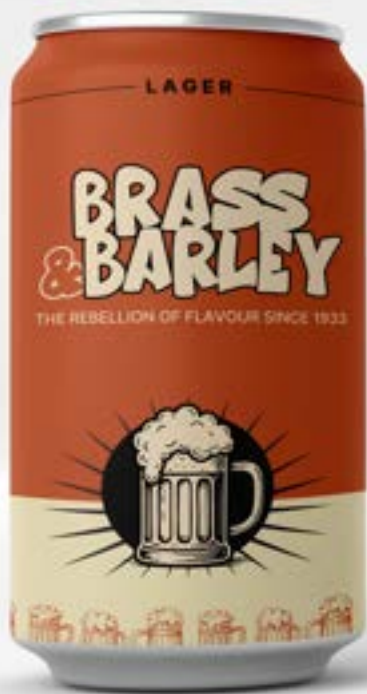
BRASS & BARLEY

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.

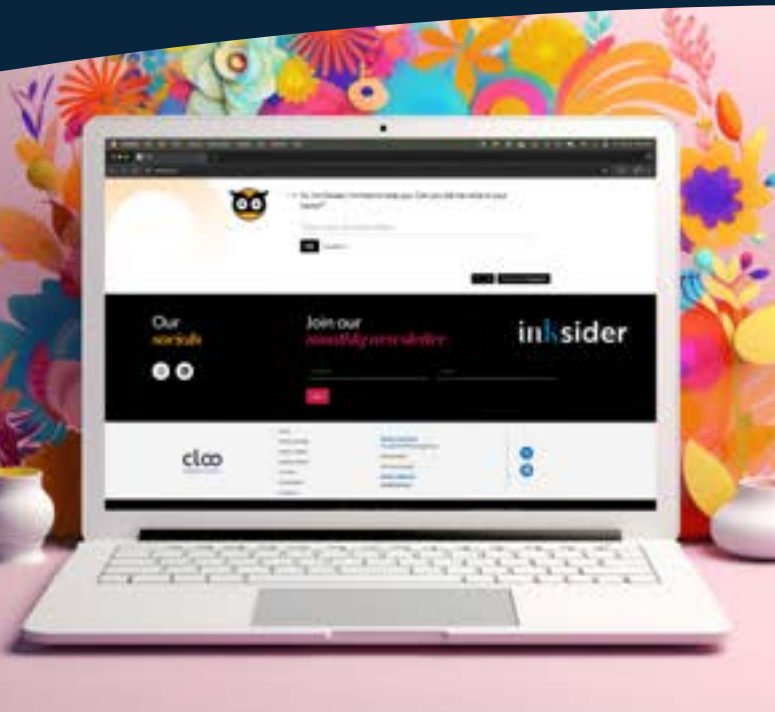
INDUSTRY: PRINTING & SIGNAGE (B2B / B2C)

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



Cadillac
Fairview



INTEGRAL
SERVICES GROUP



acciona

