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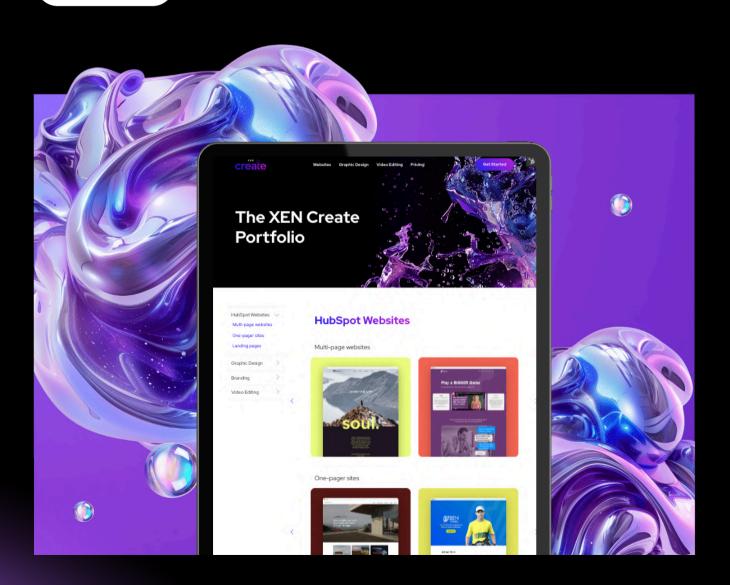- Midjourney photo generation
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Our Work

Visit the XEN Create **Showcase page** to discover our portfolio of exceptional graphic design creations and other design outputs, such as websites and videos. Experience firsthand the innovative solutions we have delivered to our clients. Visit today and see our creativity in action!

View website

The XEN Create
Difference

1. ## Speak to your designer

   Skip the hassle of tickets and messages by jumping on a call with your designer.

2. ## Rapid response

   Say goodbye to delayed task queues for quick fixes; enjoy rapid updates from your designer.

3. ## Plan all your outcomes at once

   Experience seamless brand consistency with us as we efficiently plan multiple items, eliminating wait times between tasks.

4. ## Never use a stock image again

   Upgrade to exclusive AI-created imagery from tools like Midjourney and Adobe Firefly, with full ownership rights.

5. ## HubSpot expertise

   We can set up all your visual assets directly in your portal, including landing pages, emails, social updates, website pages, documents, files, etc.

Pricing

Prices are in AUD and exclusive of GST. Australian businesses will be charged an additional 10% GST.

1 outcome at a time

$3,900

PER MONTH

Get Started

3 outcomes at a time

$9,000

PER MONTH

Get Started

XEN

create

Which option should I choose?

You can easily upgrade and downgrade your Design Subscription each month.

1 outcome at a time

Ideal for most businesses who have a regular list of items to design each month

3 outcomes at a time

Ideal for busy periods and concentrated campaigns (eg a conference that needs numerous assets prepared urgently)

Getting Started: **We recommend starting on Single Outcome** and then upgrade to Triple Outcome for months when you need additional items prepared (and then simply downgrade again).

Get Started

FAQs
Working with XEN Create

What's different about your service versus Upwork, Fiverr, and other Design subscriptions?

Finding good designers isn't difficult, but working with them can be. It depends on where you are in your business requirements.

For example, we used to use designers from Upwork, Fiverr and some of the popular design subscription sites. They were excellent in our initial years.

But then we found we needed rapid response on urgent items eg we discovered wording on an image that needed to be updated immediately. We found there was a delay with the designers we were using - sometimes they wouldn't respond until the next day (sometimes not for days at a time), and then in other cases we need to log tickets, and then find our new ticket was queued behind a task currently in progress and would wait, etc, etc.

At that point we started hiring full time designers for ourselves. We had entered a new stage of our business.

If you can relate to this, then perhaps we're a fit for you.

We've taken that same responsiveness that we needed for our own business, and started making it available to clients as well.

(And of course, if you don't need the rapid turnaround, then you're probably fine with Upwork, Fiverr, etc)

Our company has multiple brands - do you include this in your subscription?

It depends. If you have a main brand which is the main focus, and then some micro-sites or complimentary brands, then we can likely include this in the subscription coverage.

However, if you have completely separate brands, with different teams of people we need to interact with, it will likely require a separate subscription.

Feel free to chat with us about your specific situation - every client is different - and we'll tailor a package for you.

I'm an agency, can I use you for my clients?

Theoretically yes, if you are happy with us chatting directly with them.

But otherwise, probably not. Our approach doesn't suit a white label engagement.

Note: if using the subscription option we would require a different subscription per client.

We already have a design team in-house, can you help with overflow work?

Yes, for larger companies who already have an internal design team, we can be a complement to your team during busy periods - a common example is if preparing for a trade show or conference and needing help preparing booth collateral, sales collateral and email follow up series.

FAQs
Working with XEN Create

When do you charge/ invoice me?

For subscription customers, we invoice you monthly at the start of the month.

Am I locked in a contract?

For the Design Subscription, the agreement is month to month - no lock-ins, cancel any time.

This ensures that there's no risk on either side (you can cancel if you don't think you are getting value, and we can cancel if we don't think we're a fit for you going forward).

What's different about XEN Create?

There's plenty of 'Design as a Subscription' services out there - so what's different about working with XEN Create?

There's four key frustrations (plus a bonus one) we've worked hard to solve for growing businesses:

1. Speak to your designer
Skip the hassle of tickets and messages by jumping on a call with your designer.

2. Rapid response
Say goodbye to delayed task queues for quick fixes; enjoy rapid updates from your designer.

3. Work on all your pages at once
Experience seamless brand consistency with us as we efficiently tackle multiple items, eliminating wait times between tasks.

4. Never use a stock image again
Upgrade to exclusive AI-created imagery from tools like Midjourney and Adobe Firefly, with full ownership rights.

5. (Bonus): HubSpot expertise
We can set up all your visual assets directly in your portal, including landing pages, emails, social updates, website pages, documents, files, etc.

FAQs
Graphic Design

XEN create

What is an outcome?

An outcome is a deliverable for your business eg build a landing page, or designing a slide deck, or designing a brochure, or creating some social media posts, etc.

We avoid using the work 'task' because usually an outcome requires a number of 'tasks' (eg multiple images for a landing page, combined with laying out the page, etc).

You can view the full list of graphic design outcomes here.

What does 3 outcomes at a time mean?

With our Subscription option we aim to cover all your graphic design needs each month.

Most of our clients have medium volume needs, around 3-4 outcomes per month. An outcome might be some social media posts, or an ebook, or a landing page, or an email series, or a slide deck, etc.

For this requirement, working on 1 outcome at a time is usually sufficient.

However, for higher volume requirements, working on 3 outcomes at a time provide increased speed of delivery.

How many outcomes do I need?

Every business is different, however as a general guide we've found that mid sized companies typically need 3-4 key design outcomes each month (some months are busier, some are quieter, but overall it's a good average).

Which option should I use

Our goal is to be as responsive as possible. With similar turnaround times to if you had a full time designer in your team.

Having said that, the turnaround time will depend on the outcome we're delivering.

Some examples:

- Tweaks to an existing social media image - as soon as possible (within an hour or two - during business hours)

- Prepare a social media image - a few hours (ie we aim for same day response if requested in the morning)

- Preparing a slide deck - usually take a few days

- Preparing an ebook - usually takes days to weeks (depending on length and complexity)

- Preparing assets for a conference - this can take a few weeks for all the assets to be prepared (brochures, booth decoration, etc)

What kinds of graphic design can you do?

Please see our outcomes here.

FAQs
Graphic Design

What if I only want videos?

Our Video Editing service is separate from our design package, but we'd love to help if you're after videos too. Whether it's a quick clip for LinkedIn or a full YouTube episode, we've got you covered.

You can find out more about our Video Editing service here.

Do you do brand strategy?

Short answer: it depends... on what you mean by 'brand strategy'...

For **mid-large companies**, brand strategy involves **research** into how you will position your brand in the market, including product-market fit, competitive analysis, and how your current visual elements (logo, colours, collateral, site, emails) all communicate this vision.

We don't do this.

Instead we recommend a company such as Brand Chemistry to develop this with you (we know their founder and highly recommend them).

However, for **smaller businesses**, you may just need help developing a logo, brand colours, fonts and imagery guidelines (often referred to as a style guide).

We can definitely help you with this.

For example, for the XEN Create website - we (of course) designed our own logo, colours fonts, styles, brand imagery etc.

Do you use stock image?

As a general rule: No.

Everything we create uses original images created either by us or AI tools (eg such as Midjourney). The rights to these images are transferred to you as part of our engagement.

The only time we'll use stock images is if specifically requested by you (eg you have existing images you'd like us to continue to use in designs).

Do you help with uploading images to HubSpot?

Definitely! Once the designs are approved, we can help upload the design assets to your HubSpot portal.

If you've got all the details ready (like captions, posting time, etc.), we can even schedule the posts for you.

How to get started

1. Check if we're a fit

Fill out the form and book a call with us to discuss whether we're a fit for you.

2. Talk to a designer

Let's chat about your requirements and we'll get started on your request.

3. Start getting designs

Share your feedback and we'll quickly work on the revisions. We can provide the source files too!

Get Started

XEN
create

Your Rapid Response Design Team

WWW.XENCREATE.COM