



TOOLBOX OF RESOURCES

Tool name: Adobe Express

Category: Graphic design and layout tools

Official website link: <https://www.adobe.com/express/>

Available languages

- Interface available in EN and one of 26 languages can be chosen in the settings.
- If you're using Adobe Express in a browser or mobile app, the language is usually based on your system or Adobe account preferences.

Free version available?

Yes

Short description

Adobe Express is a user-friendly, all-in-one design tool from Adobe that lets you quickly create graphics, videos, social media posts, flyers, logos, and more — even if you have no design experience. It offers drag-and-drop editing, AI tools like text-to-image and background removal, and thousands of free templates.

Available on web and mobile, Adobe Express includes both a free plan and a premium plan with extra features, storage, and content. It's ideal for creators, marketers, students, and small businesses who want fast, professional-looking content.

Key strengths:

- Easy to use with drag-and-drop interface with intuitive tools - ideal for beginners and non-designers.
- Cross-platform access ensures availability on web, iOS, and Android, with cloud sync for seamless switching between devices.
- Thousands of professionally designed templates for social media, flyers, posters, videos, logos, and more.

- Adobe quality assets such as access to Adobe Fonts and a wide range of free Adobe Stock photos, icons, and graphics.
- Fast tools for background removal, resizing, converting videos to GIFs, PDF editing, and more - perfect for content creators in a hurry.
- Built-in AI tools provide text-to-image generation, text effects, auto-resizing for social media platforms - powered by Adobe Firefly AI.
- Integrated with Adobe ecosystem, so works well alongside other Adobe apps like Photoshop, Illustrator, and Creative Cloud Libraries.
- Collaboration & brand tools (Premium) to create brand kits, share templates, and collaborate with teammates easily.
- Free plan available with generous free tier with core features, making it accessible for students, freelancers, and small businesses.
- Video and animation support. Create animated social posts, reels, and simple promo videos directly in the browser or app.

Limitations:

- Limited customization vs. Pro tools, because it is not as powerful or precise as Photoshop or Illustrator for advanced photo editing, vector design, or detailed layouts.
- Premium assets & features require subscription as many stock photos, fonts, templates, and brand tools are locked behind the Premium plan.
- AI features are credit-limited and free users only get a limited number of AI actions (e.g., text-to-image, background removal) per month.
- Limited file support. Doesn't support all file formats or complex assets (e.g., PSD layers or advanced SVGs); export options are also somewhat basic.
- Mobile App limitations. While convenient, the mobile app is more limited in functionality compared to the web version - especially for complex projects.
- Basic video editing only as it lacks advanced video editing features like multi-track timelines, transitions, audio syncing, etc. (unlike Premiere Pro).

- Requires internet connection. Core features (especially on the web) rely on a stable internet connection - limited offline capabilities.
- Team collaboration and sharing workflows are basic and aren't as advanced as platforms like Figma or Canva for Teams.

In few words

Adobe Express is great for quick, simple, and visually appealing content - but it's not a replacement for full-scale design software. If you need pixel-level control, deep video editing, or enterprise-grade tools, you'll likely need to pair it with other Adobe products.

Screenshots or example links:





Adobe Express Search for content or generate your own Premium member

For you Social media and ads Video Photo Document Webpage Marketing Generative AI

Create anything — quickly and easily

- Start from your content
- Generate with AI
- Explore quick actions
- Browse templates

Quick editing tools

- Convert to JPG
- Convert from PDF
- Remove background
- Generate QR code
- Resize image
- Convert to GIF
- Convert to MP4
- Caption video

Get started

Upload media

Try "flyer" or "resize image"

Create Quick actions

All

Social media and ads

Video

Photo

Document

Marketing

Generative AI

Import from other apps



Generate image



Remove object



Insert object



Generate template



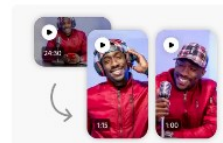
Generate text effects



Generate video BETA



Generate similar



Clip maker



Explore

- Templates
- Photos
- Videos
- Design assets
- Backgrounds
- Text layouts
- Webpage templates

Filters

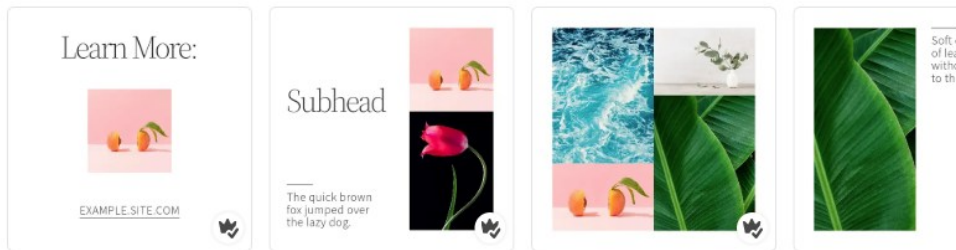
Clear (2) Popular templates

- Price
- Output
- Size
- Type
- Style
- Mood
- Region

- Global
- Australia
- Brazil
- France
- Germany
- India
- Japan
- Korea
- United Kingdom
- United States



Layouts



Seasonal moments

