

Adobe's Erik Espera helps inspire inner-city kids to become the next big designer

Volunteering his video production skills supports his community and his career growth at Adobe



The Inneract Project's purpose is to inspire and mentor inner-city kids who have creative interests, and to enable them to pursue their passion within the professional world of design.

www.inneractproject.org



"For a company so large to be able to leverage its internal resources and help groups accomplish things that they normally wouldn't be able to accomplish on their own, it's such a great thing to do and to be a part of."

Erik Espera, Adobe Video Production Specialist

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

adobe.com/createchange

NEED

Critical to the Inneract Project's success is convincing parents and others who influence today's youth that a career path in design is viable. The challenge was to dispel the cliché that a creative child is likely to lead the adult life of a starving artist.

PROJECT

Adobe employee Erik Espera volunteered his video production talent to help change this perception and gain the support of parents and donors. He developed aspirational videos that tell the success stories of top design professionals.

IMPACT

The completed video series gives the Inneract Project the tools it needs to inspire parents and youth with career possibilities through the stories of prominent designers who came from humble beginnings.