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Adobe Accelerates Experience Design Growth with Starter Plan for Adobe XD

Adobe Enables Designer and Developer Innovation with \$10M Design Investment Fund

London, UK — May 15, 2018 — Adobe today announced the Adobe XD Starter plan, a free offering of the all-in-one UX/UI design platform. The XD Starter plan includes Adobe XD for Mac and Windows, mobile apps for iOS and Android, and services to empower users to design, prototype and share user experiences with colleagues. With this announcement and the release of new features and enhancements, Adobe XD is the only cross-platform experience design platform to combine both design and prototyping with industrial-grade performance. And, as part of Adobe Creative Cloud, Adobe XD tightly integrates with designers' existing workflows and top tools such as Photoshop CC and Illustrator CC. Underscoring the importance of this burgeoning category, Adobe also announced a \$10 million design investment fund to advance innovation in experience design.

"UX design is one of the fastest growing segments in design," said Scott Belsky, chief product officer and executive vice president, Creative Cloud at Adobe. "The new Starter plan supports Adobe's vision to give everyone — from emerging artists to enterprise brands — everything they need to design and deliver exceptional digital experiences and explore the rapidly expanding field of UX design with no financial commitment."

Introducing the Adobe XD Starter Plan

According to data from [Adobe](#), 87 percent of managers believe hiring more user experience (UX) designers is a top priority for their organisations as they play a crucial role in developing world-class customer experiences. A milestone for the global design community, the Starter plan enables professional and aspiring designers, teams and students to learn, cultivate and apply their design skills through free access to Adobe XD and share up to one prototype and design spec at a time. The XD Starter plan also includes Typekit Free and integration with Creative Cloud Libraries, making it easy to share and manage assets across devices.

\$10 Million Fund to Empower Creative Innovation

To enable the vibrant ecosystem of partners, developers and start-ups, Adobe today announced the Adobe Fund for Design, a \$10 million fund, distributed in the form of grants and equity investments. The fund will help designers and developers innovate in the world of experience design and leverage Adobe XD as a platform supporting tooling plug-ins and integrations with third party tools and services. An expansion of Adobe's ongoing investment in and collaboration with the design community, this fund will allow developers and designers to take full advantage of Adobe XD and integrate with the Creative Cloud workflows used by millions of creative professionals and top brands around the world.

Workflow Enhancements in Adobe XD

These announcements align with the release of new features and enhancements in Adobe XD, including time-saving workflow updates that enable designers to go from concept to prototype faster. New Adobe XD features and capabilities are prioritised and introduced based on feedback from the design community and user requests. Recent marquee updates include support for opening Sketch and Photoshop CC documents in Adobe XD, the ability to publish and share Design Specs (Beta) and [integration with third-party tools](#) such as Dropbox, Zeplin, Avocode and Sympli.

Adobe Introduces Free Plan for Adobe XD and \$10M Design Investment Fund to Accelerate Experience Design Platform

- **Simple drag and drop options to swap symbols:** Drag a symbol from the assets panel and drop it over another symbol to an artboard to update all copies of that symbol.
- **Paste to multiple artboards:** Copy one element and then select multiple artboards and paste the element to each artboard.
- **File auto-recovery:** Auto-recovery restores files automatically in the event of an application or system crash.

Adobe is also facilitating learning and growth opportunities through an ongoing series of [Creative Jams](#), where designers and design luminaries can share their unique design processes with each other. As part of this month's updates, Adobe is releasing a series of free UI kits and resources for the design community, created by prominent designers around the globe, such as [Daniel White](#), [Ana Miminoshvili](#), [Zhenya Rynzhuk](#), [Steve Wolf](#) and [Mike](#), the designer behind [Creative Mints](#).

Pricing and Availability

The Adobe XD Starter plan is free and available immediately for all; users in an active trial of Adobe XD will need to update their version of the platform from the Creative Cloud desktop app or from xd.adobe.com to activate it. The free plan complements existing Adobe XD plans, including for individuals, teams and enterprises.

The £9.98/mo (incl. VAT) Adobe XD Single App plan gives Creative Cloud members unlimited shared prototypes and design specs. Additional details on plan options and pricing for each tier are available on [Adobe's website](#).

Helpful Links

- Get Adobe XD for free [here](#)
- Tune in to Behance on May 15 at 17:00pm BST for a livestream with the Adobe XD team
- Visit the Creative Cloud blog to learn more about the [latest XD product updates](#), the new [Starter plan for Adobe XD](#) and [Adobe Fund for Design](#)
- More information on the designers and links to download the kits can be found [here](#).
- Learn more about Adobe XD in [this FAQ](#)

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/uk.

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