



3 Courses

**Build Creative Concepts for
Real Projects**

**Design a Standout Brand
That Connects With Your
Audience**

**Build and Market Your
Creative Business Using
Adobe Tools**



Mar 8, 2026

Elena Uvarova

has successfully completed the online Specialization

Build your creative business using Adobe tools

This specialization helps you turn creative ideas into a real business. Designed for emerging creators and beginners using Adobe tools, it guides you from concept to execution across three hands-on courses. You'll learn to generate ideas with Firefly, design a brand in Illustrator and Photoshop, create marketing content in Express, and use Acrobat for pricing and client workflows. You'll build confidence as you communicate value, plan projects, and market your work responsibly in an AI-powered world. By the end, you'll have a business plan, cohesive brand identity, launch-ready campaign, and professional pitch deck.

Adobe

This certificate attests to the learner's completion of an online program delivered via Coursera. It does not constitute formal enrollment at any university or entity and does not itself grant academic credit, grades, or a degree. Institutions or organizations may, at their discretion, recognize this learning toward their own programs or credentials.

Verify this certificate at:

<https://coursera.org/verify/specialization/YNNWF6S004W>