**Idea Title: *“AI Identity Toolkit for Professionals”***

**Concept Overview:**

A comprehensive add-on for Adobe Express that allows professionals and entrepreneurs to instantly generate *polished brand assets* — including **email signatures, LinkedIn banners, profile headshots, and email-ready design exports** — all styled consistently to reflect their personal or company brand.

**Key Features (Built into Adobe Express via Add-On):**

**1. AI-Generated Email Signature Builder**

* Smart form input (name, title, contact links, etc.)
* Brand-aligned styling (pull colors from uploaded logo or website)
* One-click export as HTML, PNG, or PDF
* Email platform–ready layouts (Gmail, Outlook)

**2. LinkedIn Headshot Enhancer**

* Upload a casual selfie → AI removes background, enhances lighting, adds professional backdrops
* Choose from presets like: *“Corporate Office,” “Startup Studio,” “Natural Light,” “Neutral Background”*
* Export optimized for LinkedIn, Zoom, CVs

**3. Branded Social & Email Banners**

* Enter your business name or slogan → auto-generates banners using stock templates
* Pulls consistent font pairings, logo placements, and color harmony via Adobe AI
* Perfect for LinkedIn headers, email newsletter tops, and virtual conference banners

**4. Smart Export to Email Campaigns**

* Auto-convert banners or promos into responsive HTML email blocks
* Mailchimp-ready or raw HTML export
* Export preset: *“Promotional Email,” “Newsletter Header,” “Event Invite”*

**5. Design Guidance**

* Real-time feedback: accessibility, color contrast, alignment, brand consistency
* Prompt suggestions like: *“Try matching this CTA button with your brand palette,”* or *“This font pair improves readability.”*

**Imapct:**

* Solves real professional pain points (branding for non-designers)
* Leverages multiple Adobe Express APIs: import assets, export HTML, AI design feedback
* High adoption potential among marketers, solopreneurs, startup founders, freelancers
* Perfectly fits *marketing, accessibility, and productivity* use cases