



# Re-Imagining Photoshop

The AI Editor of 2030

Team 33  
CreekUI



“ AI isn’t here to do the work for you, it’s here to help you **move faster, iterate smarter and stay in control of your craft.** ”

# Breaking down the Problem

By 2030, creators expect lightweight, mobile-first, AI-driven tools that are fast, intuitive, and always under human control. Adobe's challenge is to build a pro-grade editor that works on low-compute devices while enabling conversational, context-aware, human-in-the-loop creativity.



## Lightweight Mobile Editing

A future-ready editor optimized for low compute environments, ensuring smooth performance.



## Intuitive Creative Experience

Enable faster and more natural interactions, making complex edits simple and accessible.



## Human-in-the-Loop AI

Integrate AI that is transparent, controllable, and refinement-friendly.

# Understanding Market

**60%**

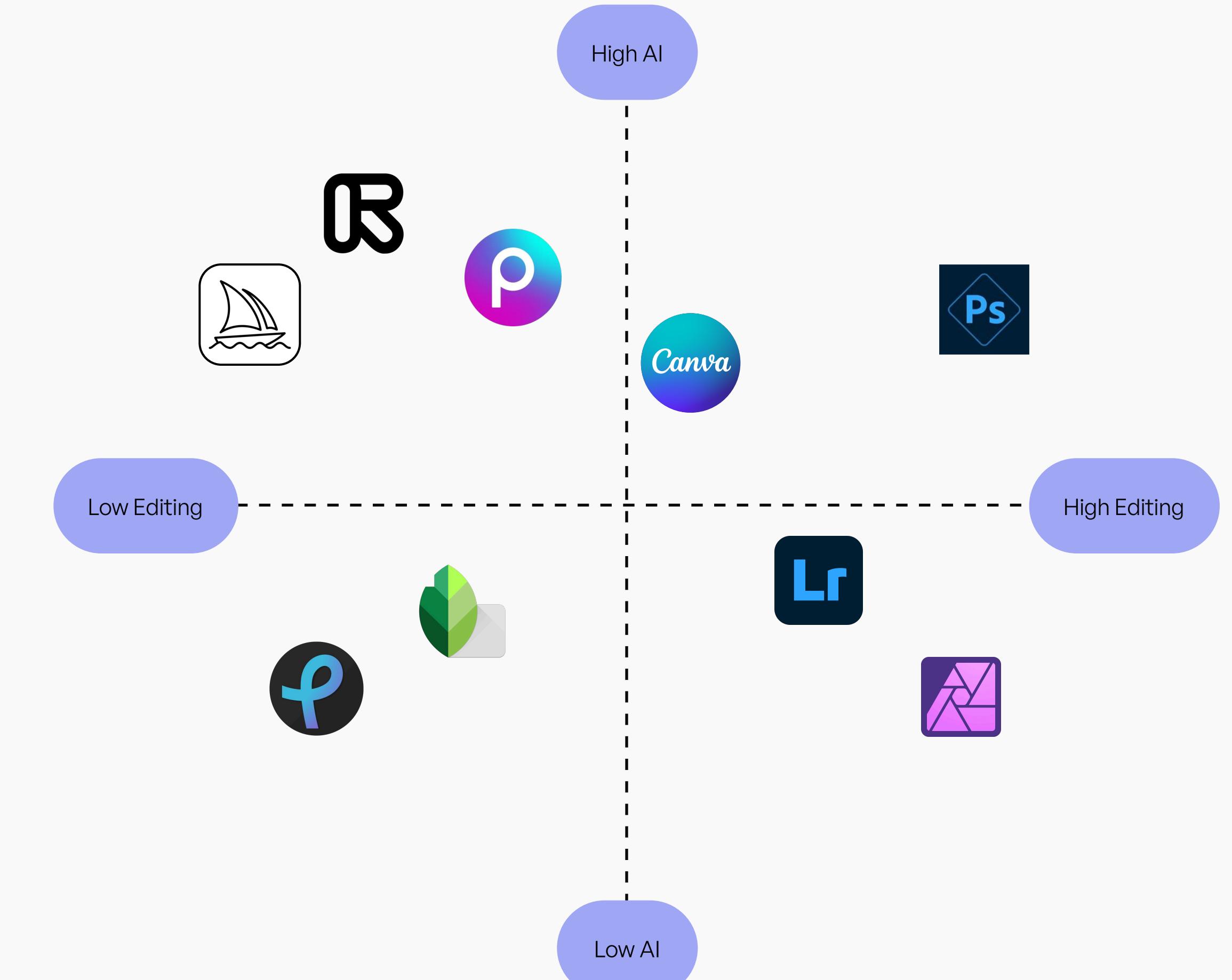
of the Apps have integrated AI based enhancements

**31%**

Expected annual growth for AI image Editor Market

**48%**

of Creative Cloud subscribers have used its AI Generative Tool



# Users in 2030

## Who will be our users?



Content Creators  
and Influencers



Graphic Designers and  
Professional Photographers



Students and  
Hobbyists



SME Owners



## What will their requirements be?



### Editing Led by Intent, Not Controls

Creators convey what they want, and the system interprets it shifting editing from manual adjustments to semantic, mood-driven outcomes.

### Fluid, Multi-Modal Creation on Mobile

Voice, gesture, sketch, and camera inputs enable fast, on-the-go creation that matches the user's pace and works seamlessly on mobile devices.

### Transparent, Collaborative AI in the Loop

AI offers suggestions, variations, and editable drafts while keeping every change visible and reversible, supporting the creator without taking over.

# Identifying The Gaps

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**01**

AI generation today is “all or nothing,” giving creators little control

Forcing creators to rely on long, complex prompts with limited ability to guide.

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**02**

Absence of a Unified Collaborative Editing Ecosystem

There is no single system that supports real time collaboration, shared context across teams.

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**03**

AI often overrides natural creativity instead of supporting it.

Tools lack the sensitivity to preserve human style, intuition, and personal creative identity.

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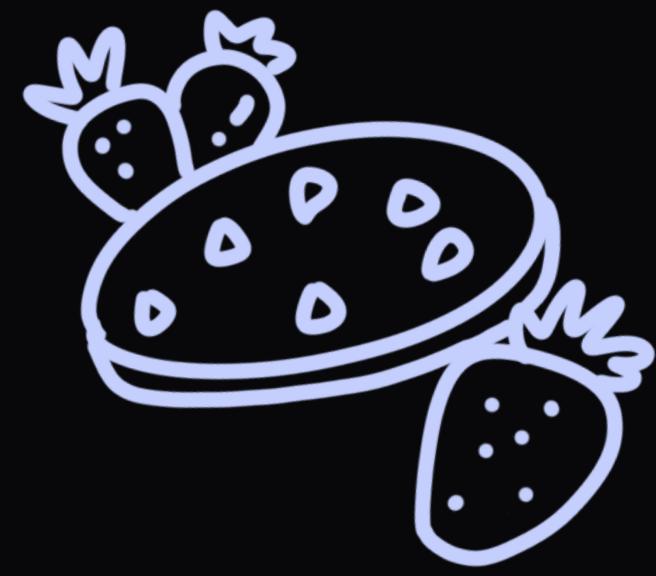
**04**

Creative direction is not auto organised or context-aware

Inspiration is scattered across screenshots, photos, and sketches, but no system intelligently organizes it into a reusable visual style.

# Meet Hannah

(Your neighbourhood  
bakery owner)



## Getting to know her

- She owns a **small but popular** café,
- Manages almost everything **herself**
- Loves **creating attractive posters and social media content** to give her sales a little boost.

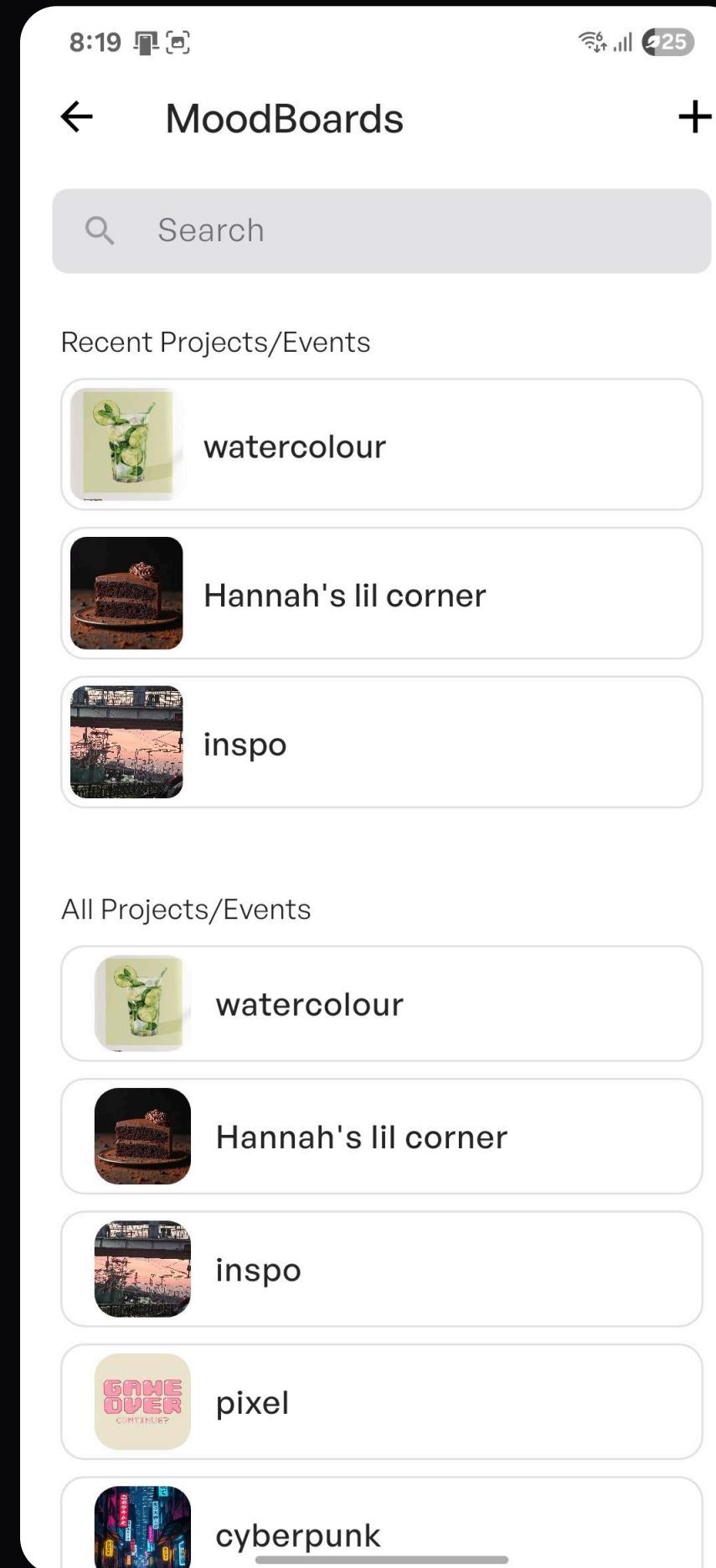
There she was, chilling at the café, when bam!—something in the corner of her eye instantly grabbed her attention...



She'd just spotted an amazing poster- instant inspiration unlocked.

Without a second thought, she whipped out her phone and snapped a pic.

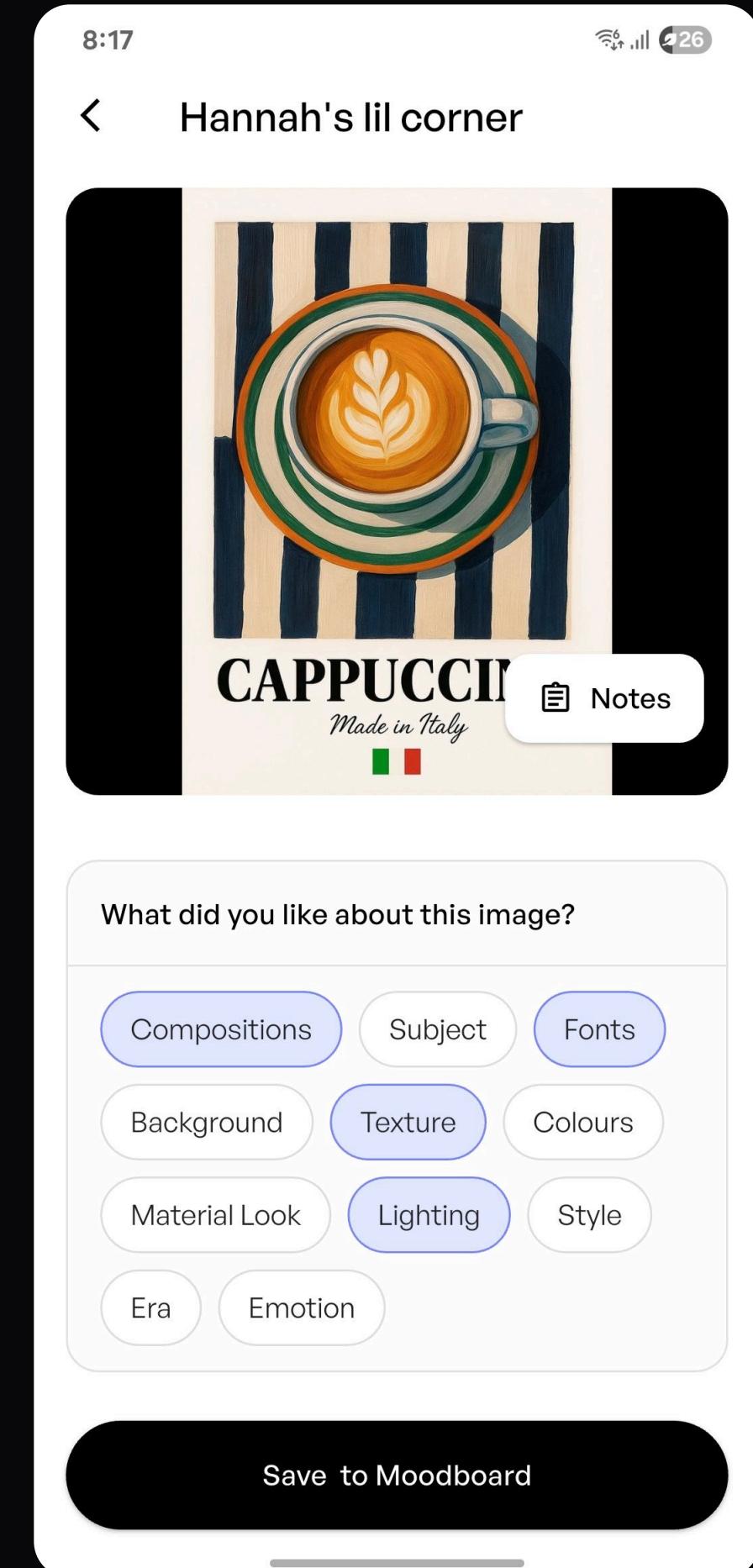
She instantly **sent** it to Creek.ui to save the inspiration



Selected the Project..

Added **tags** for better context..

**TEXTURE** **PATTERN**  
**FONTS** **SANS-SERIF**



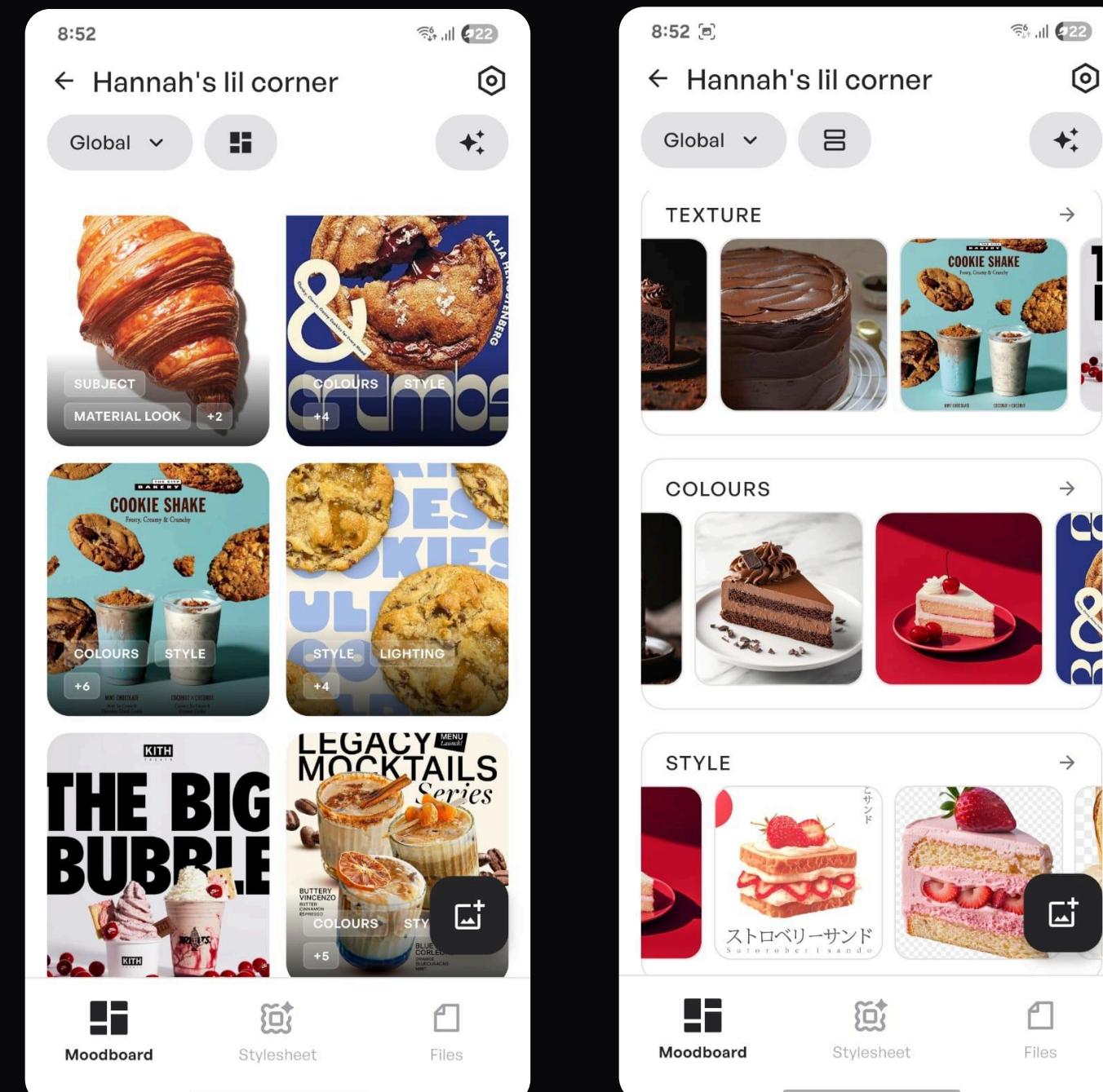
Aaand **done!**  
She continued sipping away her coffee.

After a long day at the café, she finally had a moment to work on her bakery's new post.

But this time, she knew exactly where to begin.

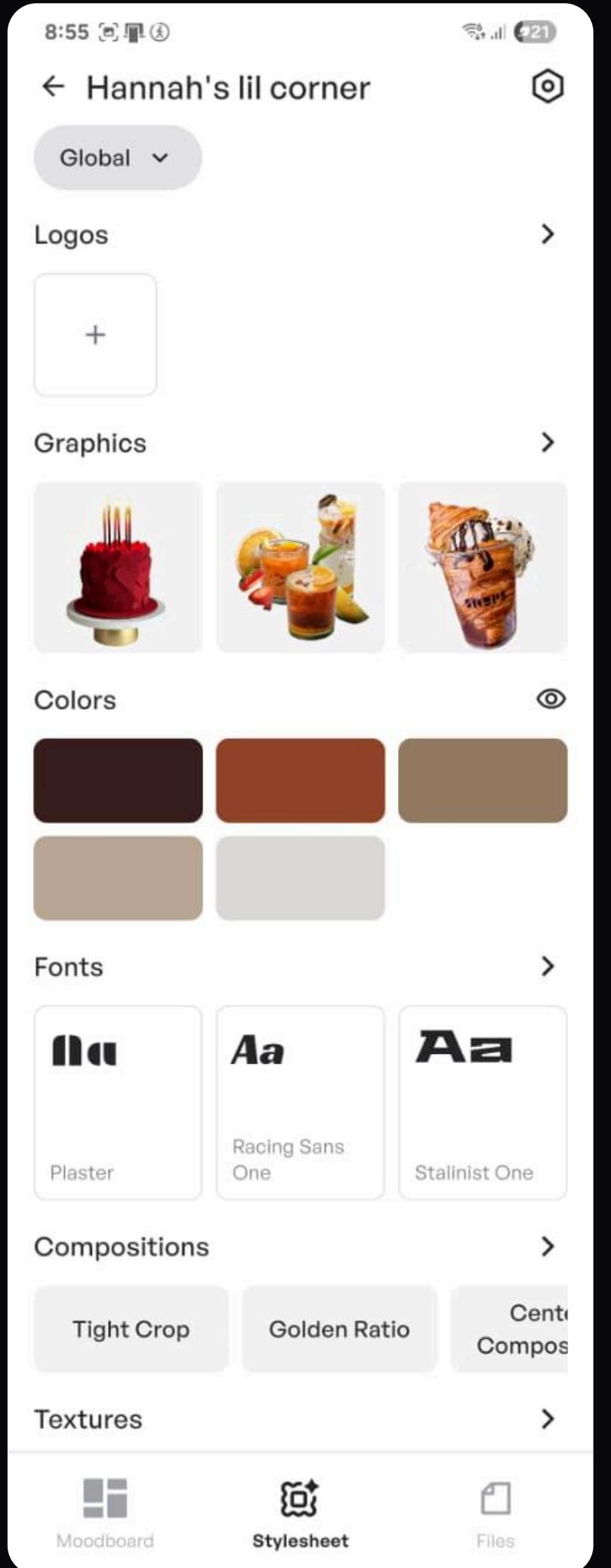


She opened Creek.ui and jumped straight into her project—**Hannah's Lil Corner**.

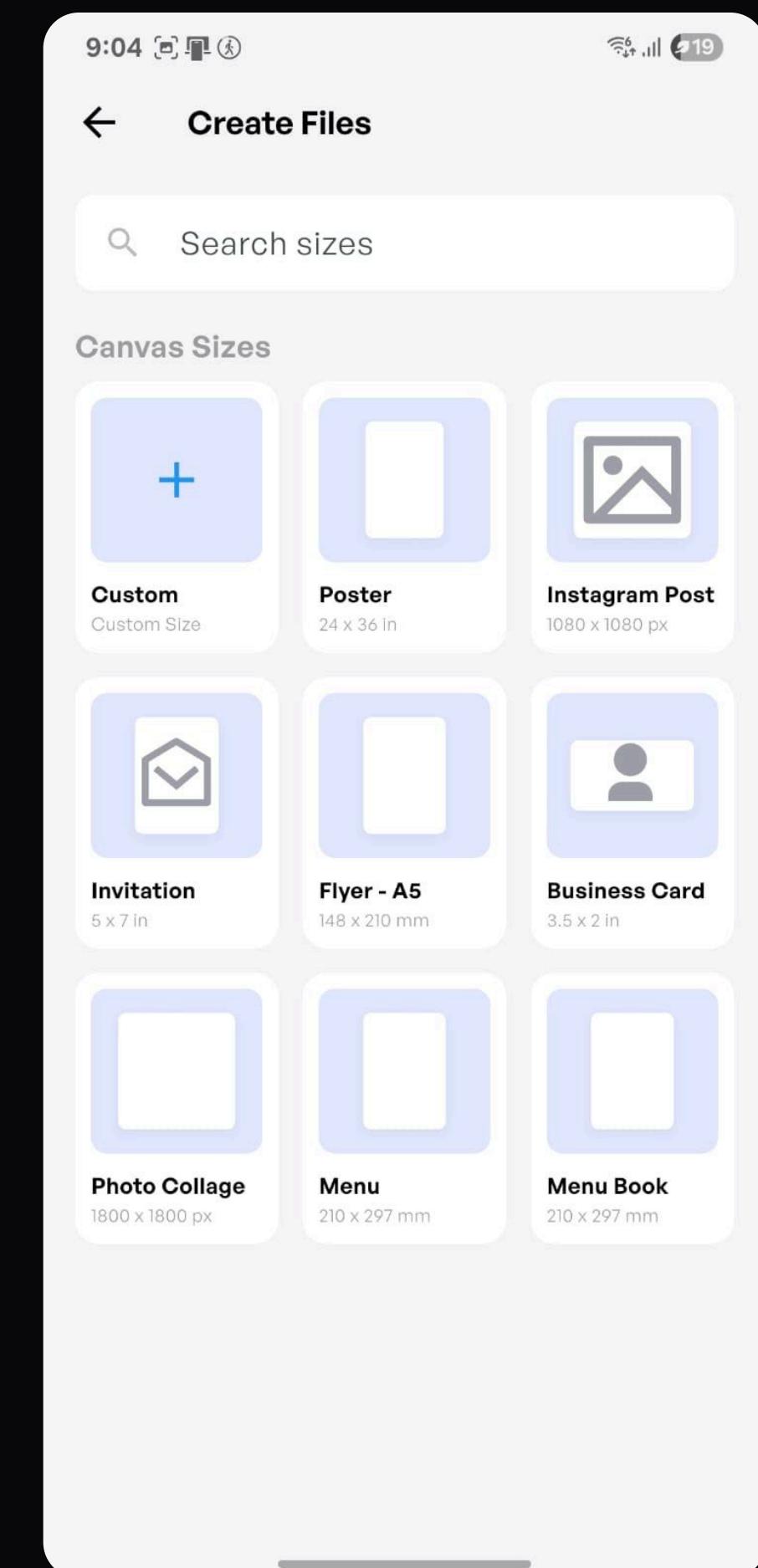
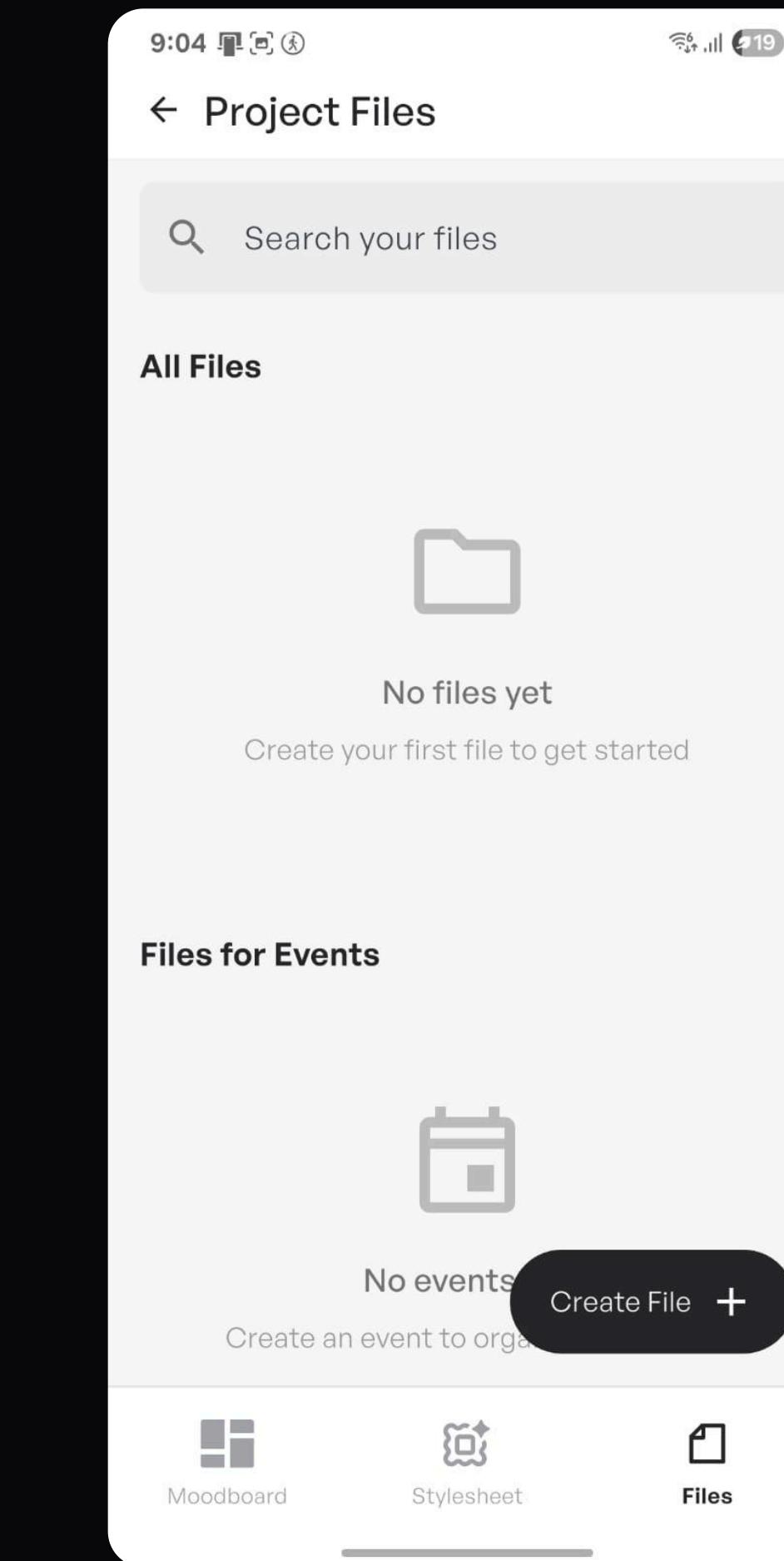


Her inspiration **board** was already packed with great ideas.

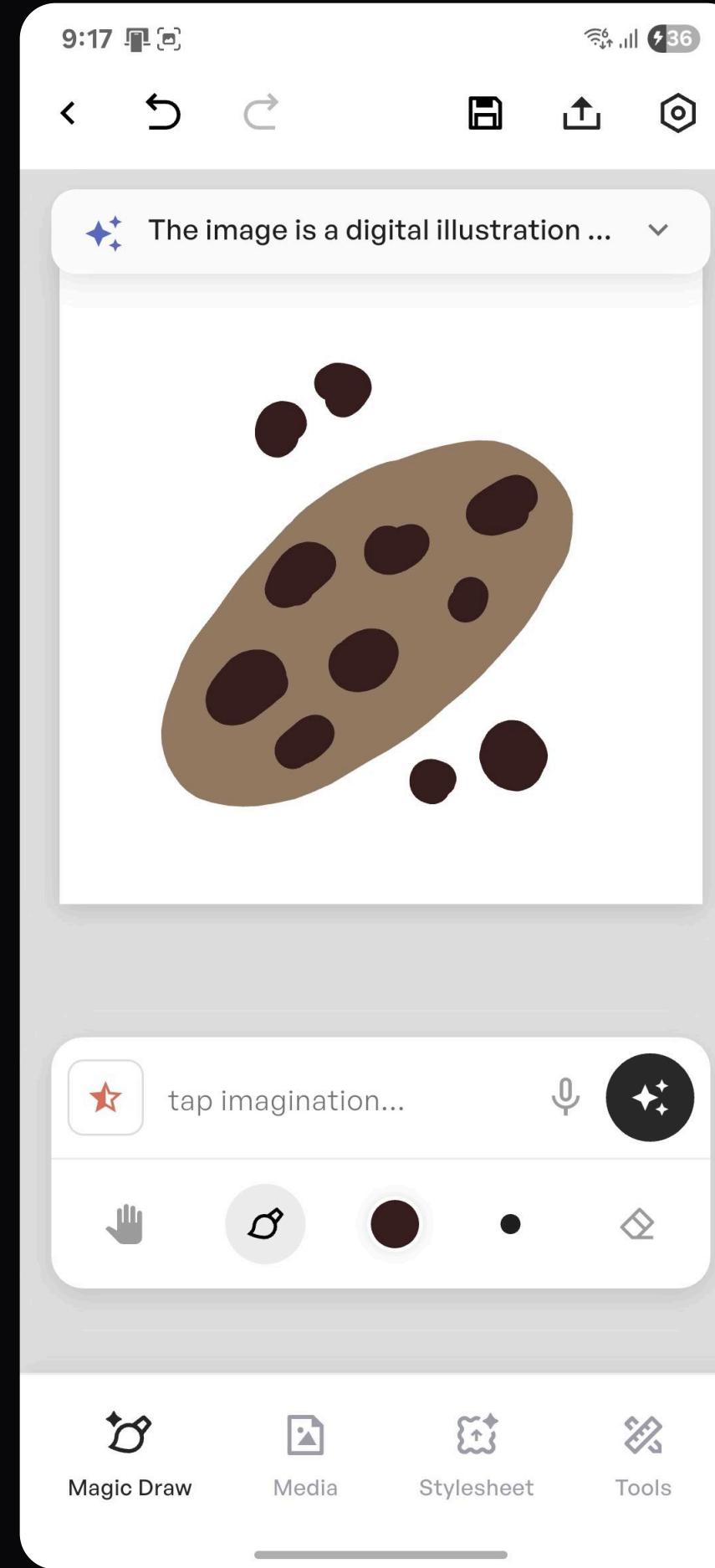
One click and boom! A **full stylesheet** appeared, defining her brand's visual vibe.



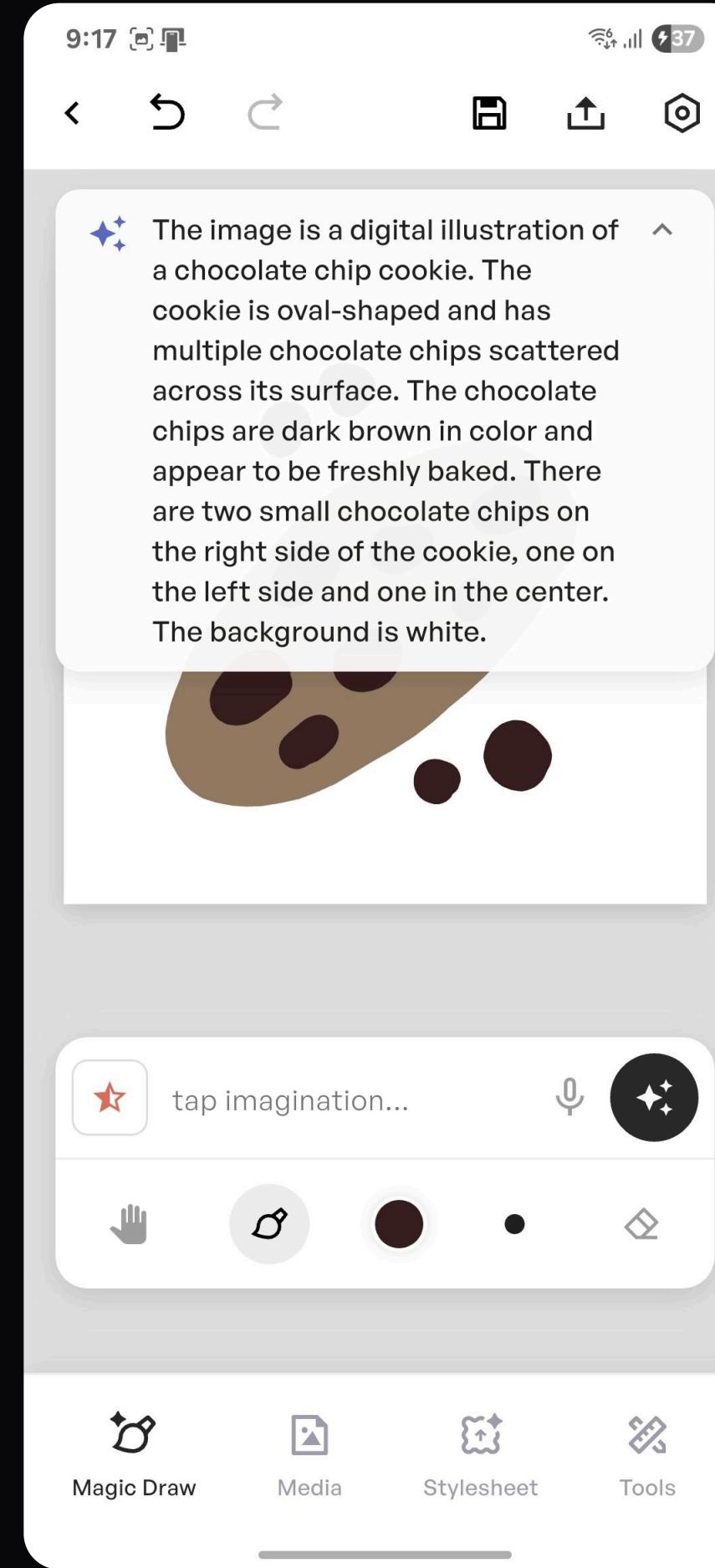
The next day, while traveling, she suddenly remembered the cookie post she had completely forgotten!



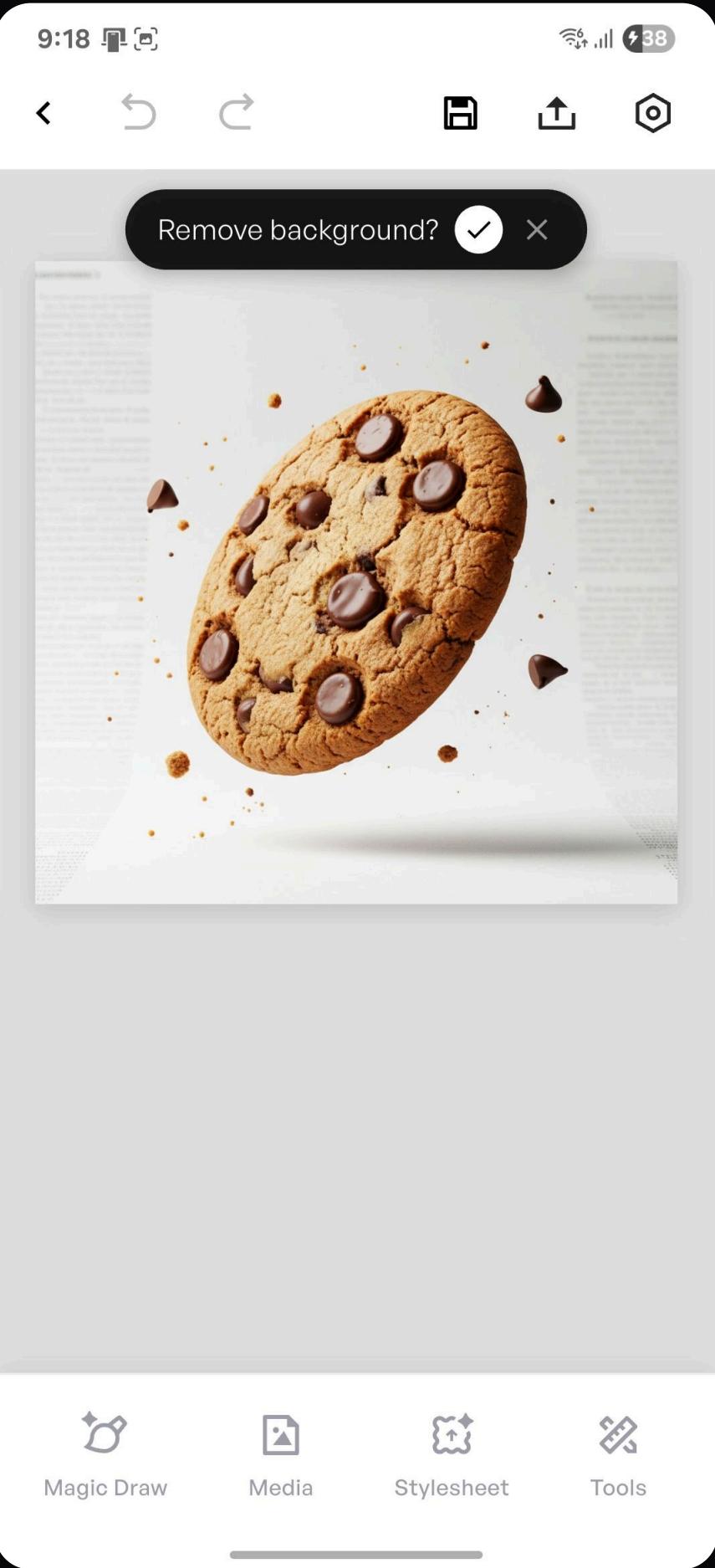
She quickly opened a new Instagram post inside her project



And sketched a **rough outline** of the **new choco-chip cookie** on her menu.

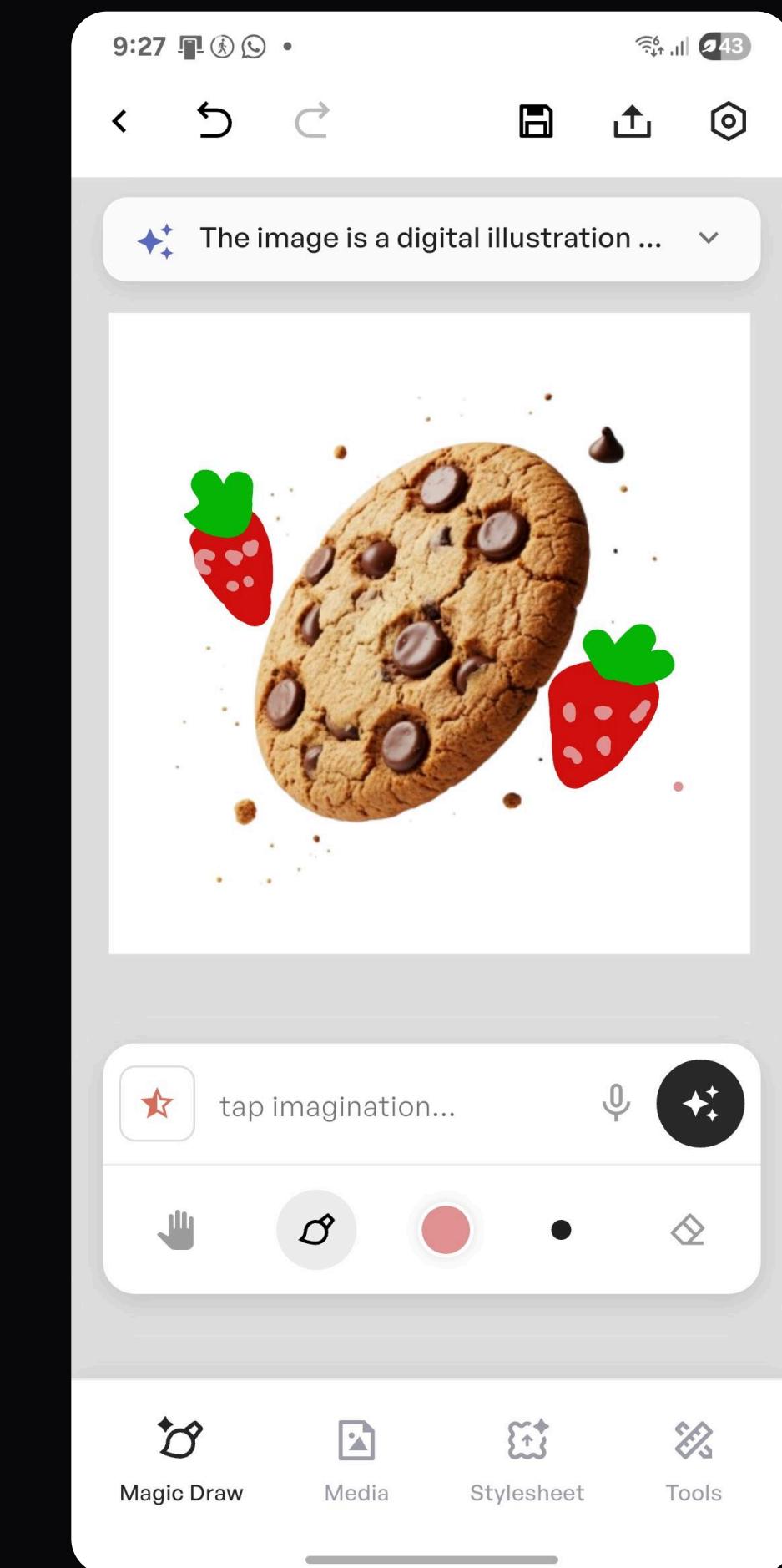


Once happy with it, she tapped **generate**.

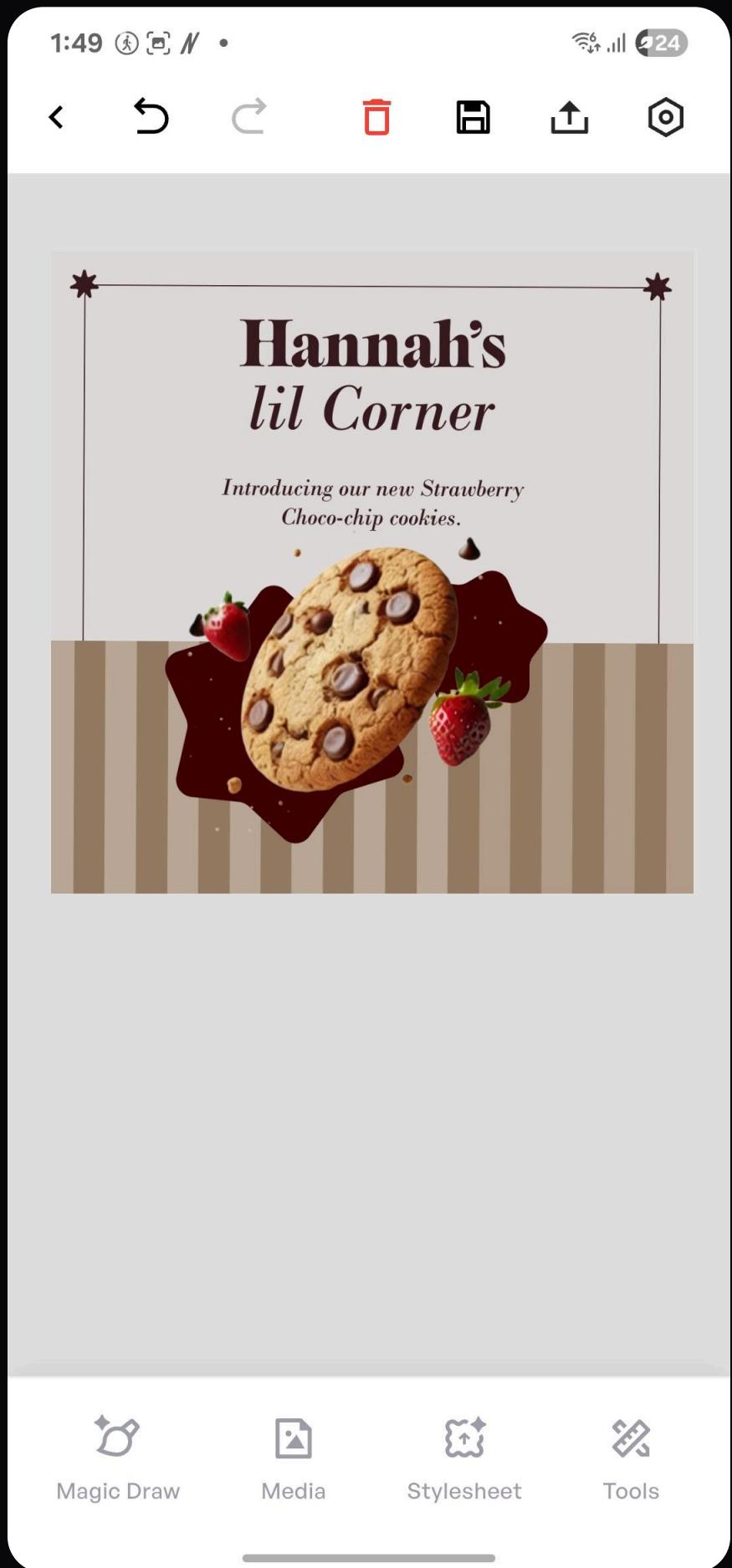
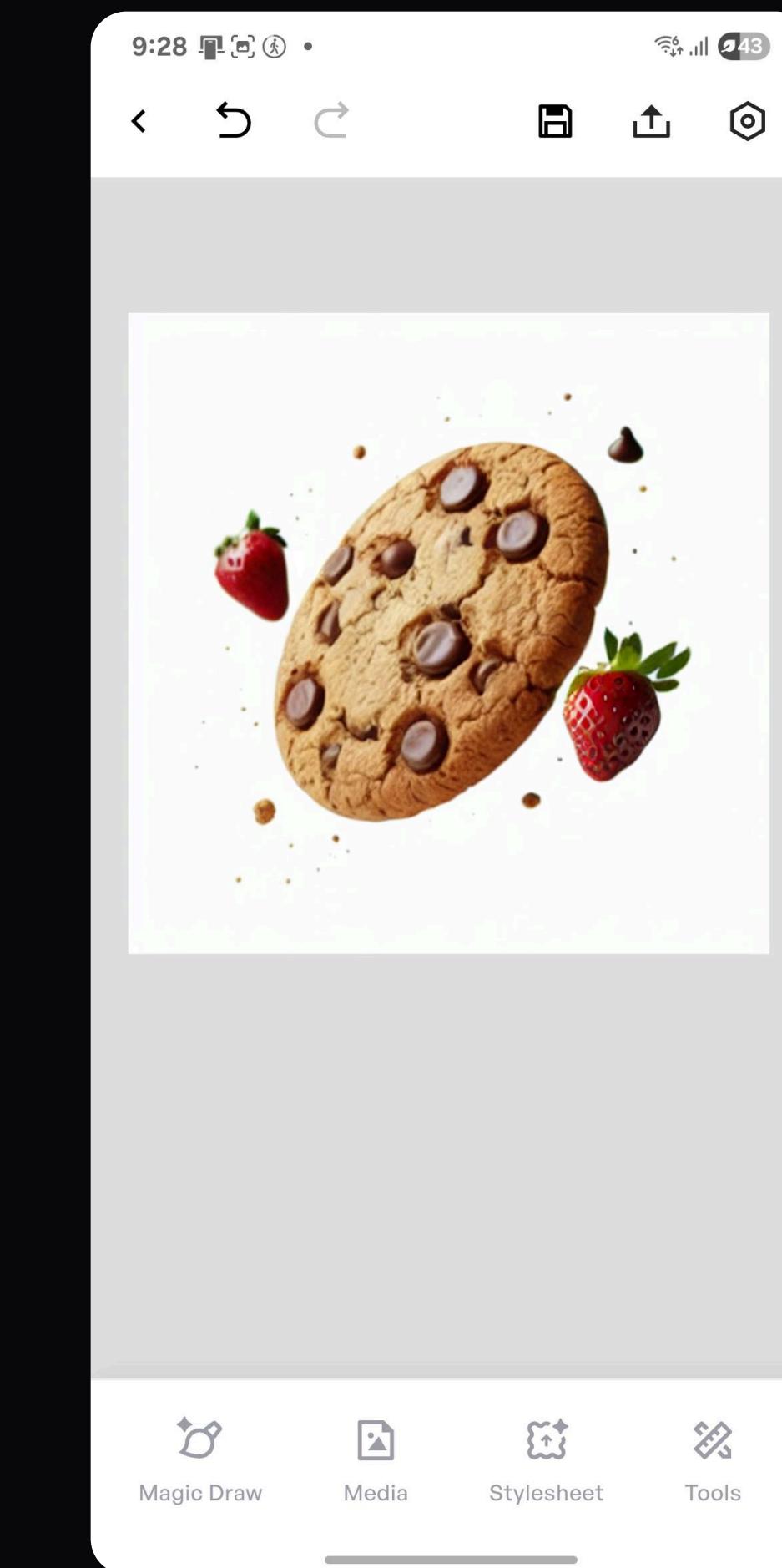


**Voila!**  
She could instantly choose whether to **keep or remove** the background.

Wait—she suddenly remembered it was a **strawberry choco-chip cookie** and needed strawberries in the image.



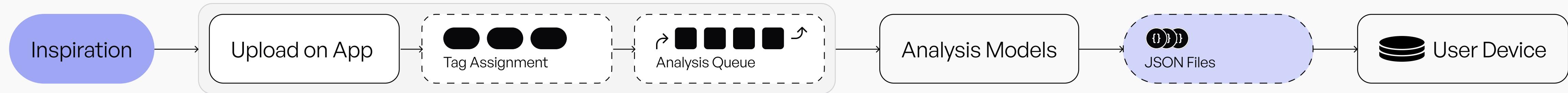
So she **drew over it again** to add the details she wanted and hit generate.



And just like that, the post was ready.

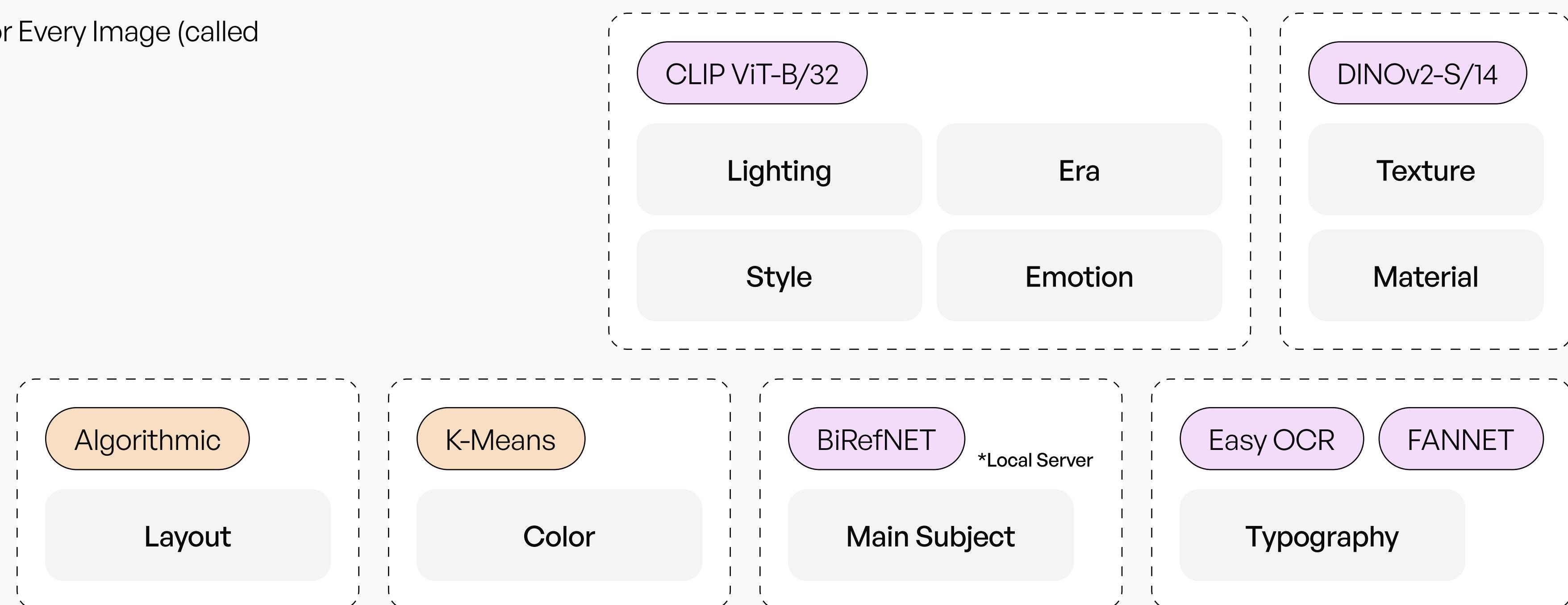
ALL BEFORE HER STOP EVEN ARRIVED!!!

# Workflow 1



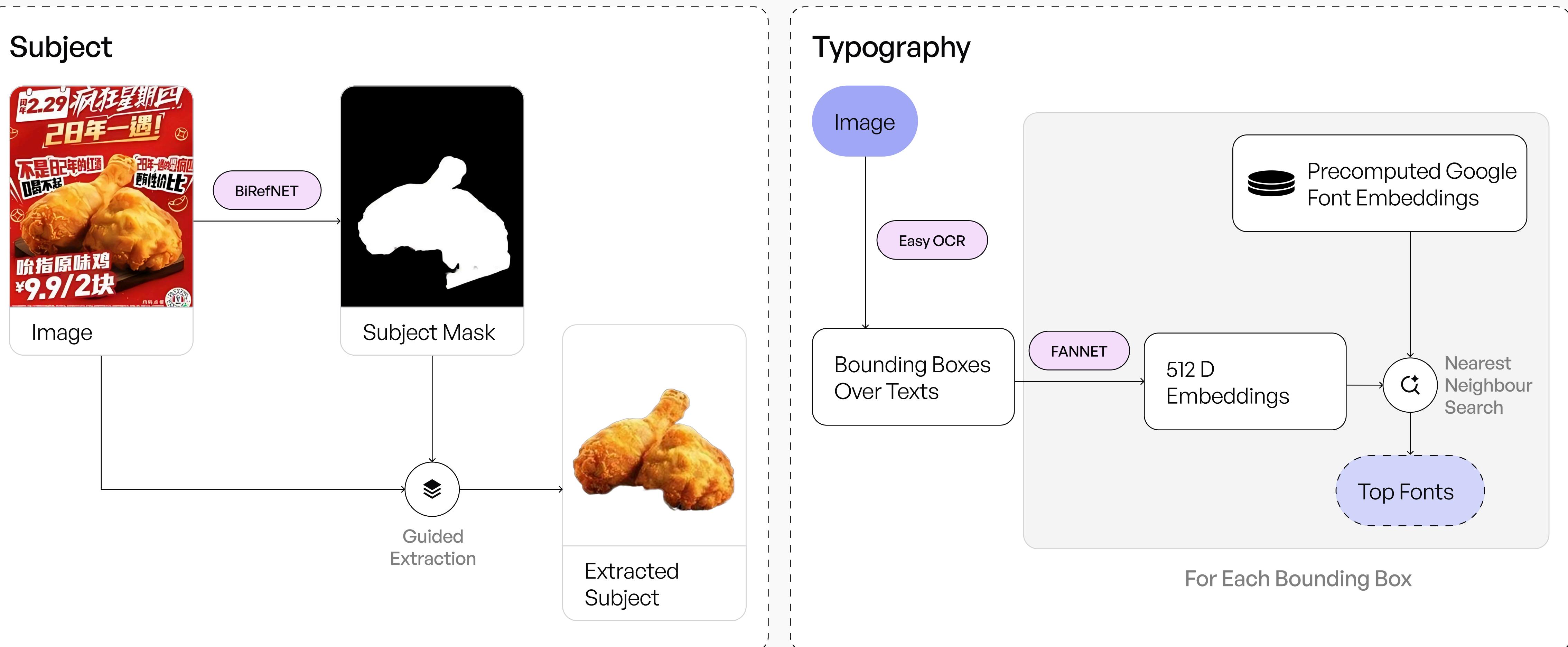
## Analysis Models

\*The models are parallelly executed for Every Image (called selectively based on tags)



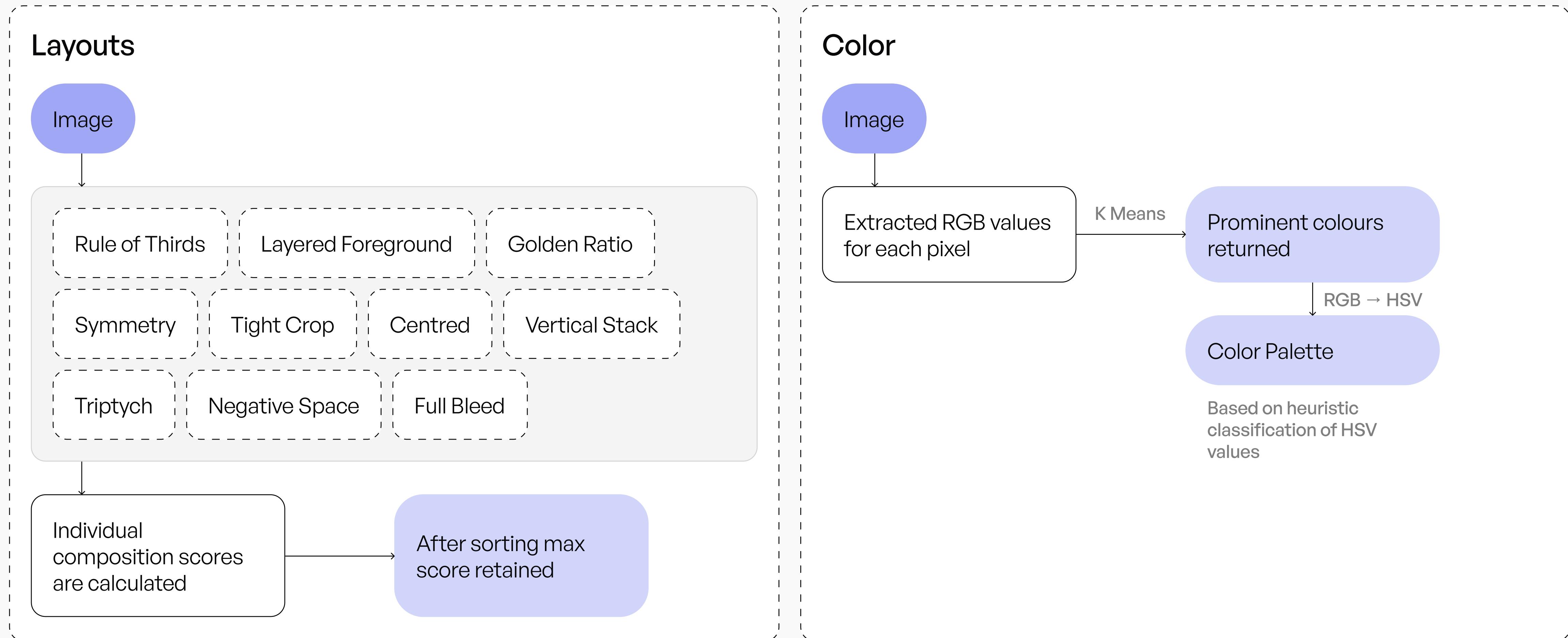
## Model Based Extraction

## Analysis Models



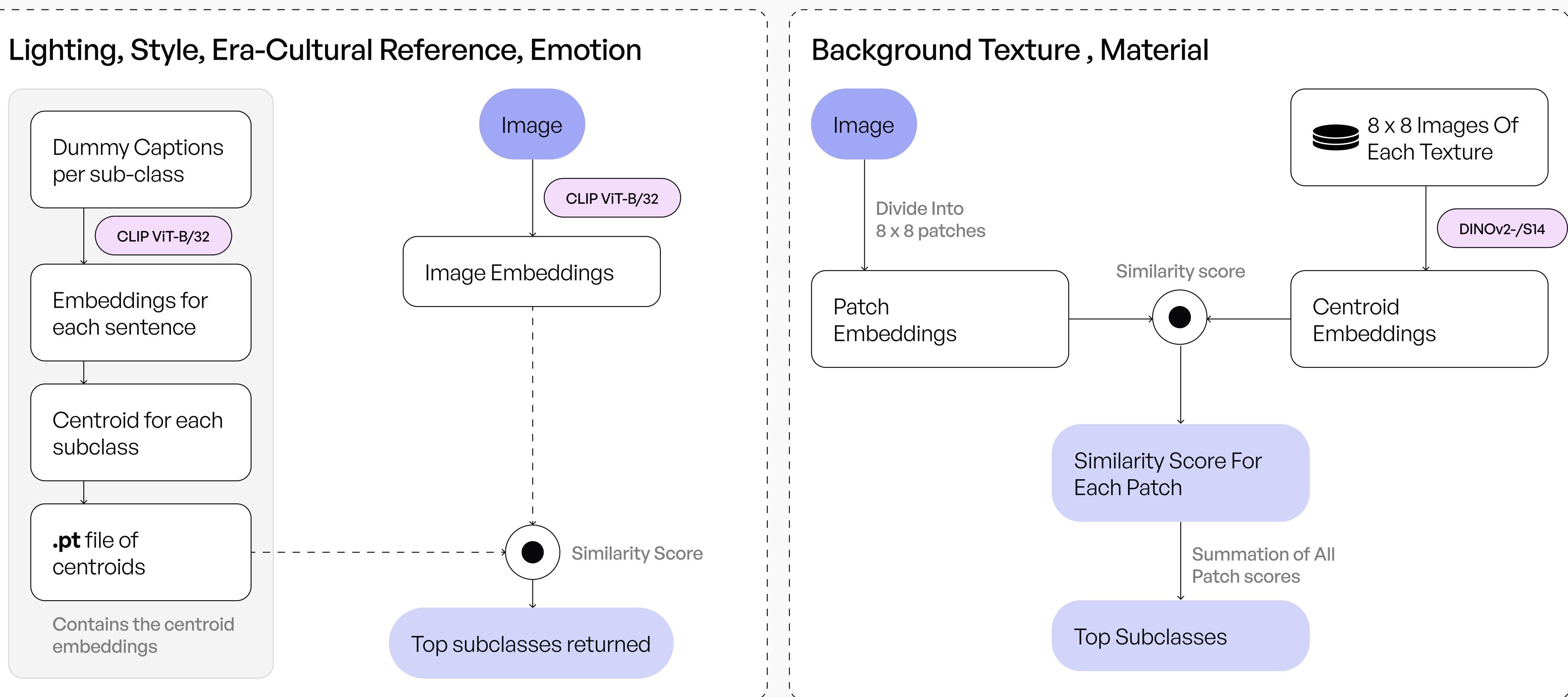
## Algorithmic Architecture

## Analysis Models



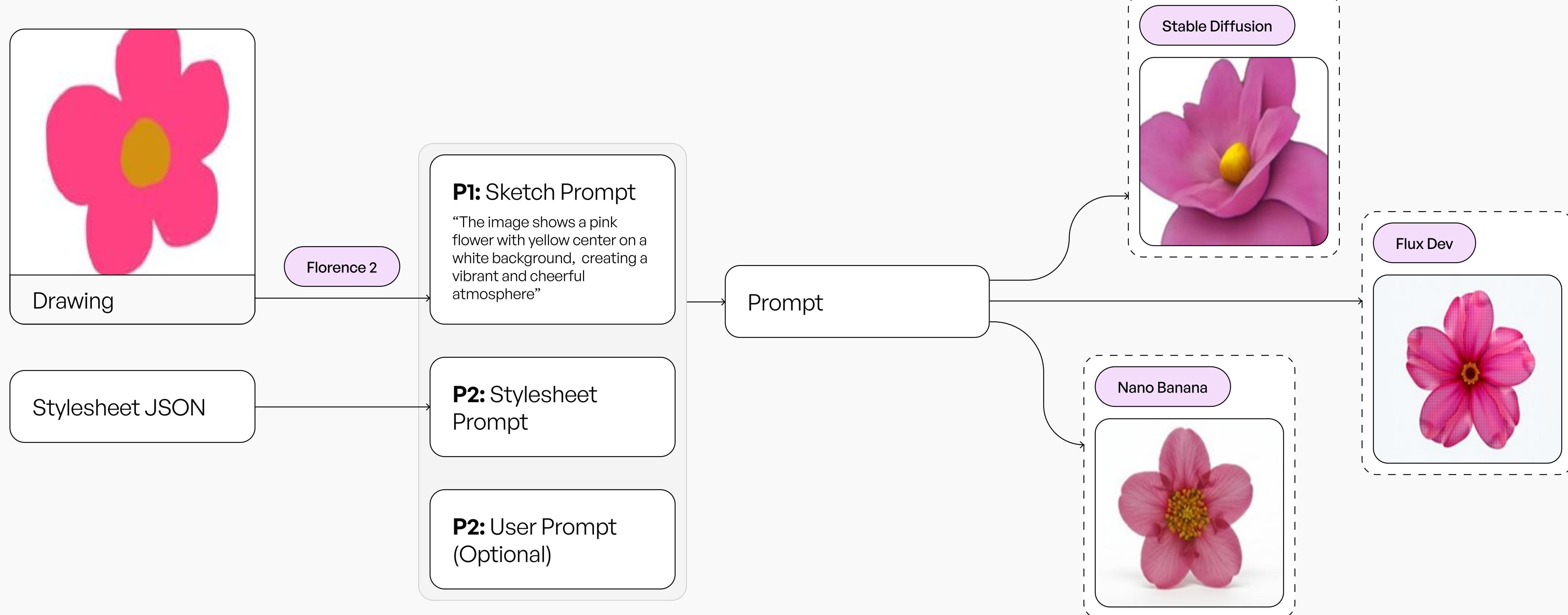
## Embedding Similarity Based Extraction

## Analysis Models



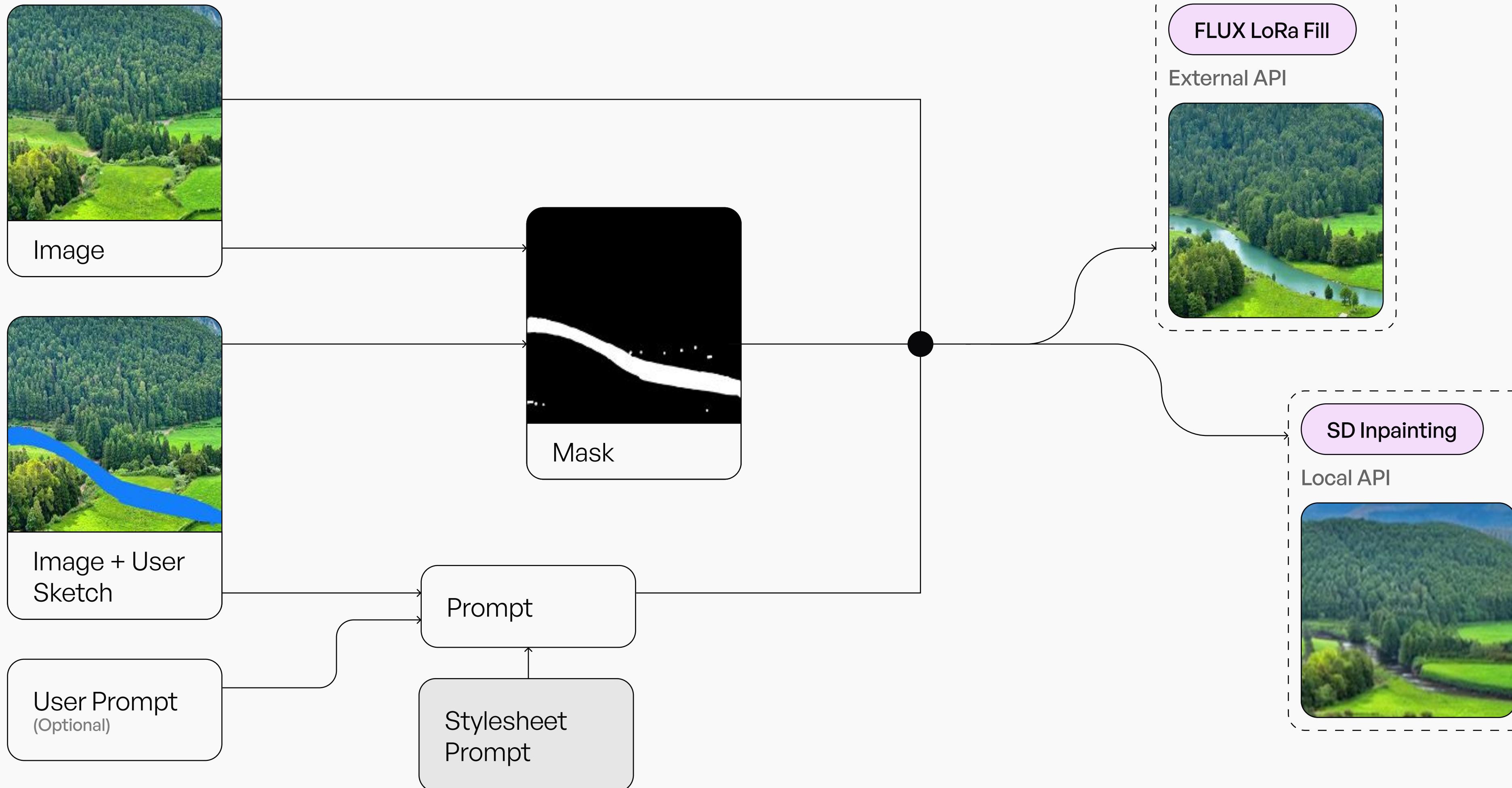
# Workflow 2

## Sketch to Image



# Workflow 2

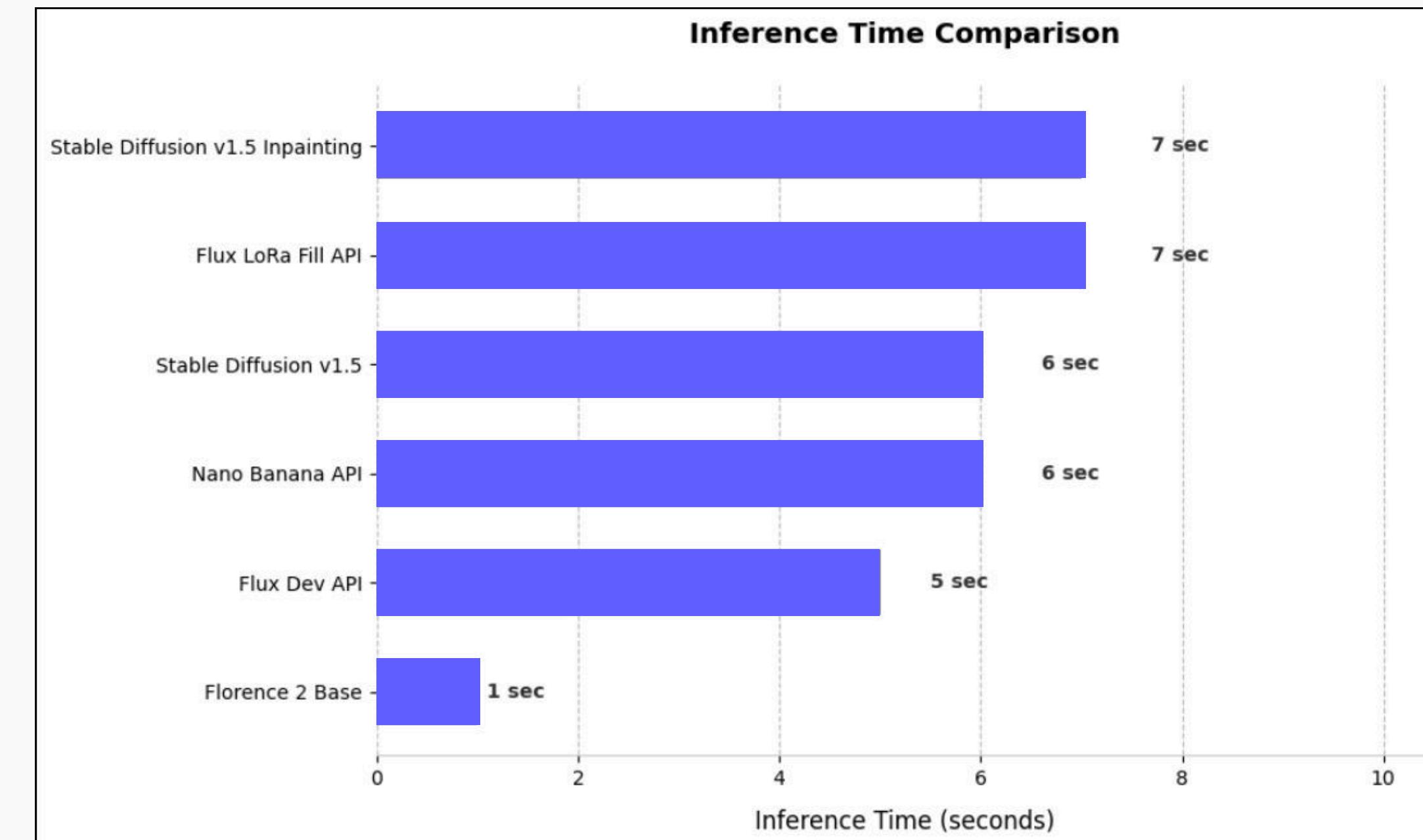
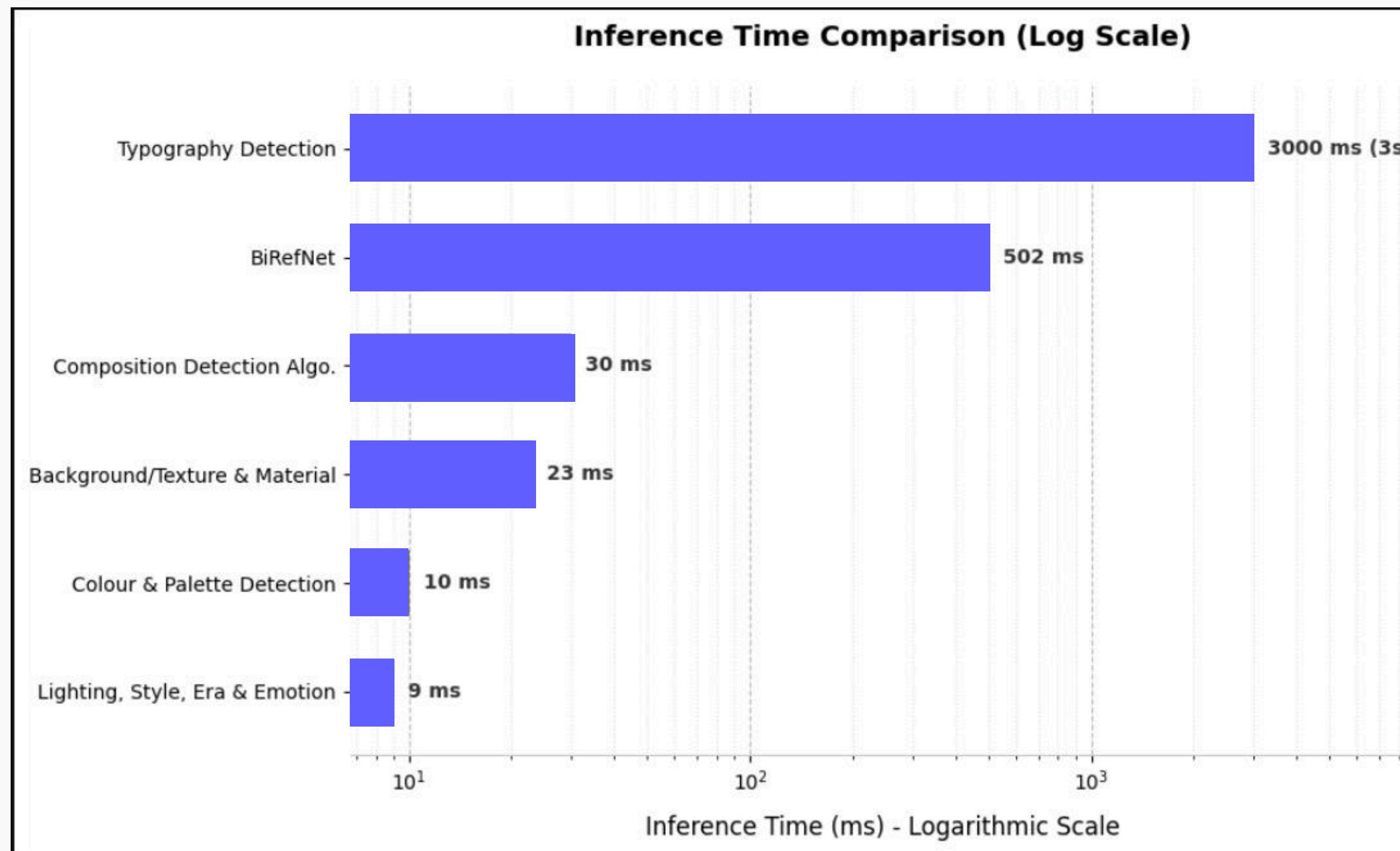
## Inpainting



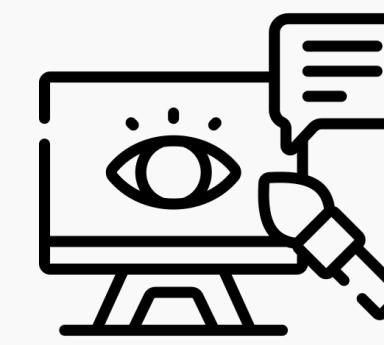
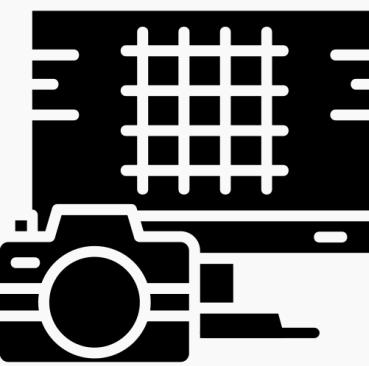
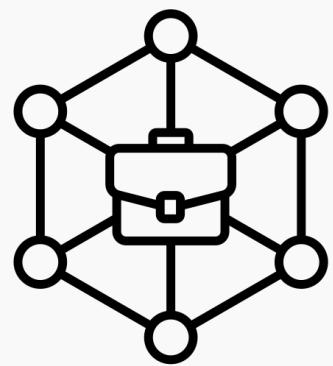
# Latency

## Workflow 1

## Workflow 2



# Future Outlook in 2030



## 01 Intelligent Cross-Device Creation Ecosystem

Creators will seamlessly switch: Phone, Tablet, Desktop, AR glasses.

## 02 Inbuilt Camera Lighting & Layout Guidance

Camera intelligently applies extracted Stylesheet guiding lighting, framing & composition to align with visual style.

## 03 Visualizers

Generated templates based on the stylesheet that help users better understand and interpret the style sheet

# Thank you for your time!

