



EXECUTIVE CASE STUDY

Proving Typography Drives Revenue

How I restructured font discovery into a premier revenue driver within Adobe Express, Adobe's freemium graphic design application.

+186%

Free-to-paid conversion lift in Adobe Express (0.5% → 1.42%), from a font-recommendation user experience overhaul I spearheaded across product management, design, and engineering.

Everyone treated fonts as a commodity. I rebuilt them into one of Adobe Express's top conversion drivers.

73.7% vs. 37.3%

Export rate for users who applied a recommended font, versus all Express users. Nearly 2× more likely to finish and keep their work.

6.3×

More trial conversions in matched 45-day windows, before versus after launch.

THE STORY

CHALLENGE

Friction, not revenue.

Font discovery was a dead end. Recommendations and the font menu were **two separate experiences**, and the legacy suggestions ignored what the user was actually making. Users defaulted instead of choosing, and premium fonts looked **arbitrary, not worth paying for**.

APPROACH

A lab to de-risk the bet.

Designated Adobe Express as the primary commercial launch partner for contextual font recommendations, surfacing the right font at the right moment. Validated first on Adobe's font website, **millions of unique users every month**, then deployed it natively within the application interface after aligning Adobe Express executive leadership behind the pilot performance metrics.

RESULT

Conversion nearly tripled.

I turned typography from an unmeasured feature into one of Express's top premium-conversion drivers.

THE PLAYBOOK

01

Find the undervalued asset.

Typography: used by everyone, bundled into a subscription, credited to no one.

02

Prove its worth.

Instrument the behavior, test on the website lab, validate with A/B data.

03

Scale it through influence.

Win alignment from teams you don't manage by making the result theirs.