

I'm not a robot



Cross-platform design, photo and video editing platform **Picsart**Company typePrivate companyIndustrySoftware; Internet; Graphic design; Artificial intelligenceFoundedNovember 2011; 14 years ago (2011-11) in Yerevan, ArmeniaFounders Hovhannes Avoyan Artavazd Mehrabyan Mikayel Vardanyan HeadquartersMiami, Florida, United States.Key people Hovhannes Avoyan (CEO) Artavazd Mehrabyan (CTO) Mikayel Vardanyan (CPO) ProductsWeb editor; iOS and Android apps; templates library; generative AI tools; photo and video editorsTotal equity\$1.5 billionMembers150 million monthly active users [1]Number of employees1,374 (2024)[2]Websitepicsart.com Picsart is an Armenian-founded cross-platform design and editing platform that offers web and mobile tools for creating images and videos using templates, layer-based editors and generative AI features.[3] Its browser-based editor (Picsart Web) and mobile apps provide template-based and freemium editing for photos and videos.[4][5] As of 2024, TechCrunch reported that Picsart serves about 150 million monthly active users and partnered with Getty Images on a commercially safe AI image model.[1] The apps have been downloaded over one billion times globally.[6] TechCrunch and other outlets have reported that Picsart has around 150 million monthly active users and more than one billion cumulative downloads worldwide.[1][7] The service is available through a web editor and native apps for iOS and Android, with integrations for exporting content to social platforms and accessing files from services such as Dropbox and Google Drive.[8] Picsart provides a suite of tools for creating and editing images and videos across web and mobile platforms. Its core products include a template library, generative AI features and photo and video editors. The platform includes a library of more than 50,000 editable templates for social media posts, marketing materials and other graphic formats.[4][5] Templates can be customised with user-provided images, text, fonts and brand elements, and exported in multiple aspect ratios. Picsart offers integrated generative tools such as an AI image generator and AI text tools, introduced in 2022.[3] In 2024 it announced a partnership with Getty Images to build a custom text-to-image model designed for commercial use within Picsart products.[1] The service also includes AI-assisted functions such as background and object removal and image enhancement on both web and mobile clients.[4] The photo editor supports layer-based editing with effects, filters, drawing tools and collage layouts.[9] Video tools in the apps provide basic trimming, overlays, text and effects intended for social media clips.[10][11] In addition to its consumer apps, Picsart offers APIs and software development kits under the "Picsart for Developers" and enterprise programmes. These include a Remove Background API and related image-editing endpoints.[12][13] as well as an embeddable editor SDK for e-commerce, marketing and web-to-print platforms.[14][15] The company also markets an AI-assisted ad creation tool, Adpilot, aimed at small businesses and marketers for generating social media ad creatives.[16][17] Picsart combines creation tools with social features, including user profiles and interest-based communities. In 2023 the company launched "Spaces," topic-based groups that organise collaborative creation and content discovery within the app.[18] In 2022 Picsart launched "Picsart for Developers", an API and SDK programme that allows third parties to embed editing and generative features into their own products on a usage-based pricing model.[19][20] As of August 2021, the company had received \$195 million in cumulative venture funding from Sequoia Capital, Insight Partners, and others, giving it a reported post-money valuation of roughly \$1.5 billion.[21][22][23][24][25] Picsart was founded in November 2011 by Armenian entrepreneur Hovhannes Avoyan with engineers Artavazd Mehrabyan and Mikayel Vardanyan; the first app launched on Android later that year.[26] The company released an iOS version for iPhone in January 2013 and expanded to iPad in mid-2013.[27] In 2014 Picsart added support for Windows platforms, including Windows Phone and Windows 8.1 PCs and tablets.[28][29] Picsart raised financing to expand the platform, including a US\$10 million round led by Sequoia Capital (February 2015) and a US\$15 million round led by Insight Venture Partners (June 2015). [30][31] In April 2016 the company secured an additional US\$20 million to grow its user base in Asia.[32] Picsart introduced community and collaboration tools during this period, including "Remix Chat" for collaborative editing (2017) and custom sticker creation features.[33][34] User growth milestones reported in the press included 100 million monthly active users by October 2017.[35] By March 2019 Picsart reported reaching 130 million monthly active users, with strong adoption in Asia.[36] In late 2019 and January 2020, Picsart and the American University of Armenia (AUA) announced a joint artificial intelligence lab in Yerevan to conduct research in machine learning and computer vision.[37][38] On August 26, 2021, Picsart raised US\$130 million in a Series C led by SoftBank Vision Fund 2, valuing the company at over US\$1 billion.[39][40] In February 2022 the company moved its corporate headquarters to Miami Beach as part of a global expansion.[41] Picsart launched an API/SDK programme ("Picsart for Developers") in February 2022 to let partners embed editing capabilities,[42] and introduced AI-powered enhancement features in mid-2022.[43] Later that year the company added a text-to-image generator and AI writing tools to its consumer apps.[44][45] In December 2022 Picsart launched "AI Avatars", followed by a standalone app, SketchAI, in January 2023 for turning sketches into digital art with generative models.[46][47] In May 2023 the company introduced Spaces, topic-based in-app communities for collaboration and discovery.[48] In 2024 Picsart and Getty Images announced a partnership to build a custom generative AI model trained on licensed content for commercial use within Picsart tools.[49] Canva Adobe Inc. Fotor Pixlr CapCut Official website ^ a b c d Malik, Aisha (June 13, 2024). "Picsart partners with Getty Images to develop a custom AI model". TechCrunch. Retrieved September 24, 2025.[dead link] ^ "Picsart Company Snapshot". Origin by Dialectica. Retrieved November 13, 2025. ^ a b Malik, Aisha (November 2, 2022). "Picsart adds an AI Image Generator and AI Writer to its suite of creative tools". TechCrunch. Retrieved September 24, 2025. ^ a b "Free Photo Editor — Online Image Editing for Creators". Picsart. Retrieved September 24, 2025. ^ a b "Instagram Templates". Picsart. Retrieved September 24, 2025. ^ "Picsart is Tech's Newest Unicorn — And Adobe Should Be Afraid". Forbes. September 17, 2021. Retrieved September 24, 2025. ^ See Forbes, *ibid.* ^ Malik, Aisha (April 21, 2022). "Picsart brings its editing tools to Google Drive with new integration". TechCrunch. Retrieved September 24, 2025. ^ "Picsart (for iPhone) — review". PCMag. October 5, 2016. 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TechCrunch. Retrieved September 24, 2025. ^ Malik, Aisha (April 30, 2024). "Picsart partners with Getty to launch a custom AI model for enterprise users". TechCrunch. Retrieved September 24, 2025.[dead link] Retrieved from "PicsArt is one of the most popular online photo editors, providing users with a wide range of tools and features to enhance and create stunning images directly from their browsers or mobile apps. Whether you're a beginner or a professional, PicsArt offers an intuitive platform for photo editing, perfect for quick fixes or complex creative projects. History of PicsArt PicsArt was founded in 2011 by Hovhannes Avoyan and his team, originally as a mobile photo editing app. Over the years, it evolved into a full-featured online platform, allowing users to create, edit, and share their artwork. It quickly gained traction with its easy-to-use interface and powerful tools, appealing to both casual users and content creators. In addition to photo editing, PicsArt has expanded its offerings with tools for collage creation, video editing, drawing, and even a social network for sharing and discovering creative works. Key Features of PicsArt's Online Photo Editing Easy-to-Use Editing Tools: PicsArt provides all the essential tools for editing your photos, including crop, rotate, adjust brightness, contrast, and saturation. You can quickly fine-tune your images without needing advanced skills. Filters and Effects: With a wide variety of filters and special effects, you can instantly transform your photos. From vintage looks to modern aesthetics, PicsArt offers an extensive selection to suit any style. Stickers, Text, and Clipart: Add fun elements to your images with thousands of stickers, clipart, and fonts. This feature is especially popular for those who create social media posts, posters, or custom graphics. Drawing and Painting Tools: For those who want to add a personal touch, PicsArt offers a drawing tool where you can paint, sketch, and doodle on your photos. You can also add text, shapes, and lines to further customize your image. Collage Maker: PicsArt's online platform also features a collage maker, where you can arrange multiple images into beautiful compositions with customizable layouts. Social Integration: Once you've created your masterpiece, PicsArt allows you to share it on its social network or export it to other platforms like Instagram, Facebook, or Twitter. This makes it easy to showcase your creativity. Why Online Photo Editing? The rise of online photo editors like PicsArt has made photo editing more accessible. Users no longer need to download or install software like Photoshop to make edits. Online editors offer the convenience of cloud storage, allowing you to access your work from anywhere, at any time. PicsArt's online platform allows you to make quick adjustments without any downloads, and it's a great solution for users who want to edit images on the go, from any device. Related Websites and Platforms for Online Photo Editing Canva (www.canva.com): Known for its easy-to-use design tools, Canva allows users to edit photos, create social media graphics, and even design marketing materials online. Fotor (www.fotor.com): An online photo editor with advanced features like beauty retouching, HDR effects, and portrait enhancement. Pixlr (www.pixlr.com): Another online photo editor that offers both basic and advanced features, including filters, text overlays, and creative effects. Photopea (www.photopea.com): A free online photo editor that supports PSD files and offers advanced features similar to Adobe Photoshop. Frequently Asked Questions (FAQ) Q1: Is PicsArt free to use online? Yes, PicsArt is free to use with many basic editing tools available. However, the platform also offers a premium version with advanced features, additional filters, and an ad-free experience. Q2: Can I use PicsArt for professional photo editing? While PicsArt is great for most photo editing tasks, its features are more suited for casual or intermediate users. For professional-level photo editing, you may need software like Adobe Photoshop or Lightroom. Q3: How do I save and share my edited photos on PicsArt? Once you finish editing, you can save your work directly to your computer or mobile device. You can also share your creations on social media platforms or directly on the PicsArt community. Q4: Is PicsArt available on mobile devices? Yes, PicsArt is available on both Android and iOS, allowing users to edit photos and create graphics on the go. User Reviews and Feedback PicsArt has received positive reviews from users who appreciate its ease of use and variety of features. Many users praise its wide selection of filters and effects, as well as its collage and text tools, which are perfect for creating eye-catching social media content. However, some users have expressed concerns about the ads in the free version and the cost of the premium subscription. Conclusion PicsArt is a powerful online photo editing tool that offers a comprehensive suite of features for both beginners and experienced users. Its easy-to-use interface, combined with a wide range of creative tools, makes it a top choice for anyone looking to edit their photos or create stunning visual content. Whether you're editing a quick snapshot or working on a more elaborate project, PicsArt's online platform provides all the tools you need to bring your ideas to life. The Picsart Desktop App offers a visual, user-friendly interface for editing images, making it ideal for creatives, marketers, and business users who prefer point-and-click workflows. The Picsart CLI Tool, on the other hand, is designed for developers and technical users who want to integrate Picsart's editing capabilities directly into automated scripts, pipelines, or backend processes. Both use the same powerful AI technology, but the desktop app focuses on ease of use, while the CLI tool is built for automation and code-based workflows.