

Canva vs Figma

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Canva	Figma
Starting price	\$15/mo billed yearly (US)	\$16/mo full seat
Free plan	Yes	Yes
Free trial	Yes	No
Difficulty	Easy	Medium
Best for	Creating social media graphics, presentations, marketing materials, videos, and brand content without professional design software.	Collaborative interface design, prototyping, website design, and visual product design.
Last checked	Oct 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Canva

Key strength: Extremely easy to use with a huge template and content library.

Main limitation: Advanced design control is more limited than professional tools such as Adobe applications.

Figma

Key strength: Excellent real-time collaboration and browser-based design workflow.

Main limitation: Overkill for users who only need simple social media graphics.

USE CASES

What can you use them for?

Canva

- Social media graphics
- Presentations
- Marketing materials
- Short-form video
- Brand content

Figma

- UI design
- Website design
- Prototyping
- Design systems
- Team collaboration

PROS AND CONS

Trade-offs to consider

Canva

What we like

- + Very easy to learn
- + Huge template library
- + Strong collaboration features
- + Useful brand management tools
- + Supports graphics, presentations, documents, and video

What to consider

- Less precise than professional design software
- Many premium assets require a paid plan
- Template-heavy designs can look generic without customization

Figma

What we like

- + Excellent collaboration
- + Strong prototyping
- + Great for UI and web design
- + Powerful design systems
- + Works in the browser

What to consider

- More complex than simple design tools
- Not focused on social templates
- Full-seat costs can add up for teams

BEST FIT

Who should choose each tool?

Canva

Best fit: Choose Canva if your team needs to create polished marketing and business visuals quickly without relying on professional design software for every task.

Skip it if: Skip Canva if your work requires advanced vector editing, complex photo manipulation, precise print production, or highly customized professional design workflows.

Figma

Best fit: Choose Figma if you design interfaces, websites, products, or prototypes with a team.

Skip it if: Skip Figma if you only need simple social media posts, flyers, or template-based marketing graphics.