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Tulip Hiring Team | Somerville, Massachusetts

Senior Brand & Creative Designer

Visual language, campaign systems, motion craft and AI-assisted creative operations

Dear Tulip hiring team,

Tulip's design challenge is unusually consequential: an industrial-software company is trying to define a category around human-centered, AI-native production, while many B2B brands in the space still look like interchangeable software vendors. The visual system has to make the company feel as adaptable, physical and thoughtfully engineered as the platform itself. That is the kind of challenge that connects my design foundation, nearly ten years of video and motion production, and current AI-native editorial and web work.

At Mimecast, I produced and edited executive video, customer stories, campaign assets, social cutdowns, webinars, launch and event content for a global enterprise-technology company. I worked in Adobe Premiere Pro, After Effects, Audition and the broader Creative Suite; directed executives, customers and technical SMEs; and carried projects through story, production, stakeholder review and final delivery. The work taught me how a brand survives real operating pressure: through repeatable decisions, strong templates, disciplined finishing and a clear understanding of where the message and visual form must reinforce each other.

Through Context Jamming, I now work across editorial art direction, AI-assisted imagery, infographics, interactive microsites, motion concepts and visual production systems. I use structured image briefs, prompt libraries, multimodal critique and coding agents to explore more directions and move faster from concept to deployable page. I do not use AI to avoid the thinking. I use it to increase the number and quality of deliberate choices while retaining human responsibility for composition, typography, factual integrity and final taste.

I also want to be precise about fit. My deepest demonstrated systems experience is in Adobe-based production, motion, editorial design, campaign storytelling, reusable prompts and direct web experiences. I would not misrepresent a decade as a dedicated Figma design-system owner. I would instead demonstrate the required component and template discipline in the work itself and be prepared to complete a practical exercise. The combination I do bring - brand narrative, video and motion, AI creative operations, direct production and enough editorial judgment to challenge the copy - is unusually aligned with the full shape of this role.

I would be excited to help evolve Tulip's visual language, build campaign kits and reusable tools, support Hannover Messe and Operations Calling, and establish AI-assisted workflows that make the entire creative team more capable without making the work generic. I am Massachusetts-based and can support the Somerville hybrid schedule.

Sincerely,
Bret Kerr