

Bret Kerr

Boston / Franklin, MA | bret.kerr@gmail.com | contextjamming.com | contextjamming.com/book/skills

Senior Brand & Creative Designer | AI-Augmented Creative Systems

Brand expression, campaign creative, video and motion, editorial design, AI image workflows and reusable production systems

POSITIONING SUMMARY

Editor-rooted creative systems builder with nearly 10 years producing visual and motion work inside global B2B SaaS, an earlier editorial-design foundation, and current hands-on work building AI-native visual journalism, campaign experiences and web prototypes through Context Jamming. Best suited to Tulip as a senior maker who can connect visual language, copy, motion and reusable tools - while being precise that the deepest demonstrated system work is Adobe, editorial, motion, web and AI-assisted production rather than claiming an unsupported career as a dedicated Figma design-systems owner.

ROLE ALIGNMENT

Brand and visual-system judgment	Built coherent editorial and campaign systems across web, social visuals, motion, presentation and long-form research; understands when consistency creates recognition and when a campaign needs controlled variation.
Integrated campaign asset suites	Produced video, social cutdowns, event content, customer stories, launch-adjacent creative, presentations and field assets from brief through final delivery.
Video and motion as a genuine skill	Nearly a decade in Premiere Pro, After Effects and production environments; concepts, scripts, edits, motion, audio, executive/customer direction and event reels.
AI-assisted creative operations	Uses image generation, visual prompt systems, multimodal critique, layout/prototyping agents and repeatable QA patterns to expand exploration without skipping design judgment.
Editorial instinct	Works across copy and visual hierarchy; frequently originates the narrative and can challenge language that does not earn the composition.
Tools the team can reuse	Creates prompt libraries, templates, structured briefs, component-like web modules and documented production workflows rather than only final images.

SELECTED OUTCOMES / PROOF POINTS

- Nearly ten years producing polished executive, customer, social, campaign and event media inside Mimecast's global marketing organization.
- Built Context Jamming into a public portfolio of visual journalism, AI-generated creative direction, interactive microsites, editorial systems and responsive web experiences.
- Built repeatable visual-prompt and production specifications that make AI-assisted creative work more consistent, reviewable and reusable.
- Combines writing, design, video, motion and direct web production, reducing handoff loss between idea, message and execution.

CORE CAPABILITIES

Visual / Brand	Visual hierarchy, campaign systems, editorial design, art direction, templates, presentation systems, digital assets, design QA
Video / Motion	Premiere Pro, After Effects, Audition, customer and executive video, social cutdowns, motion graphics, event reels, studio/on-location direction
AI Creative Operations	Image-generation briefs, prompt systems, multimodal critique, layout assist, reusable workflow documentation, human approval gates
Digital Production	Responsive web concepts, information architecture, Next.js/Cloudflare collaboration, design-to-build prompts, visual asset pipelines

SELECTED EXPERIENCE

ACRA Insight LLC / Context Jamming - Founder, AI Narrative & Creative Systems | 2025-Present

- Create and publish high-signal editorial visual systems, AI-assisted imagery, infographics, campaign heroes, interactive web experiences and reusable design briefs for Context Jamming.
- Build prompt libraries, structured visual specifications and multi-model critique loops that move from research to image direction, layout, responsive page and production QA.
- Developed the existing Tulip Marketing POC as an editorial application experience with evidence-led information architecture, responsive components and a coherent visual language.

Proofpoint-facing AI GTM Strategy Engagement - Consultant | 2026

- Built visual and narrative concepts for AI alliances, innovation positioning and technical campaigns; worked across strategy, copy, design and deployable web artifacts.
- Translated abstract AI/security ideas into visual systems and executive-readable artifacts.

Mimecast - Video Production, Content, Customer Storytelling & AI Automation Roles | 2015-2025

- Spent nearly a decade producing and editing executive video, customer stories, motion graphics, webinars, social cuts, campaign assets, event content and sales-ready media for a global B2B SaaS brand.
- Worked directly in Adobe Premiere Pro, After Effects, Audition and the broader Creative Suite; directed on-camera leaders, SMEs and customers in studio and on location.
- Built reusable production and testimonial workflows rather than treating each asset as a one-off; combined story structure, pacing, sound, brand consistency, stakeholder review and deadline discipline.
- Introduced AI-assisted transcript analysis to increase the reuse and commercial relevance of customer video.

Earlier creative experience - Design and editorial production

- Earlier professional foundation in print/editorial design and commercial visual production.

OPERATING PRINCIPLES

- Use AI to increase research depth, iteration volume and production speed; keep final judgment, customer claims and publishing accountability human-owned.
- Translate complex technology without flattening the substance; distinguish verified evidence from inference and campaign hypothesis.
- Build reusable systems - templates, prompt libraries, component patterns, source ledgers and QA gates - rather than isolated assets.
- Work directly with Product Marketing, Revenue Marketing, Sales, Customer Success, Creative and executive stakeholders; iterate from field and performance signal.

RELEVANT SCOPE / HONEST BOUNDARIES

- Deep Figma component-library ownership should be demonstrated through a practical POC or work sample; do not overstate it as a decade-long primary discipline.
- The strongest fit is a hybrid brand/motion/editorial/AI creative builder, not a conventional product designer.

TOOLS & PLATFORMS

Adobe Premiere Pro, After Effects, Audition and Creative Suite; Claude, ChatGPT, Gemini, Codex / Claude Code; Next.js, Cloudflare, CMS and web publishing; Seismic-style enablement libraries; structured prompts, transcript pipelines, source-grounded QA and analytics-informed iteration.