APPLICATION · CREATIVE PRINCIPAL · R-101109

Bret Kerr

Creative direction · visual systems · AI-native production · web-forward

Franklin, MA (Greater Boston) · Remote
bret.kerr@gmail.com
contextjamming.com
linkedin.com/in/bretkerr

November 5, 2026

Creative Services Hiring Team
Abnormal AI

Dear Abnormal AI Hiring Team,

Your posting asks for a creative principal who can build "a distinctly abnormal visual identity that breaks the mold of traditional B2B aesthetics." I spent ten years inside that mold. As Director of Video Production and Digital Creative Strategy at Mimecast, I helped build the creative voice of one of your most direct legacy competitors, through the NASDAQ IPO and the Permira take-private. I know what the security-category look is, how it gets made, and why it is hard to leave behind. I would like to help Abnormal leave it behind.

You may have seen my name before. I applied for the Content Strategist role in July and the Designer role in September, and built a working prototype for the first at contextjamming.com/abnormal-content. I applied because I wanted to work at Abnormal. This posting is the role that work was pointing at.

Craft and system. My design career began in Boston publishing in 2005; I have worked in Adobe Creative Cloud for about twenty years. I was title-sequence creative director on Chelsea Peretti's *One of the Greats* (Netflix, 2014) and designed a book cover for O'Reilly Media. At Mimecast I produced campaign, executive, customer, event and motion work inside one brand system for a decade, built the templates and asset libraries that kept it coherent as volume grew, and introduced Frame.io and Smartsheet so review and approval scaled with it.

Web-forward direction. I design and build contextjamming.com myself in Next.js, Tailwind and Framer Motion on a token-based design system: interactive explainers, 4:5 infographic series, print editions, and 60–90 second films rendered frame by frame from code with AI voiceover. I am not a UI/UX specialist. I know how a visual system behaves in a browser because I have to make it behave there.

AI-native workflow, with a point of view. AI makes options cheap, so the principal's value moves to choosing well, keeping the system coherent, and verifying that nothing shipped is wrong. I have built that into tooling: Claude skills that turn verified research into infographic briefs, scene-still packages and timed voiceover scripts, with a human gate before anything publishes. At Mimecast I sat on the AI Literacy Committee and wrote the internal communications that drove Cursor and You.com adoption. This fall I won two Red Hat Boston hackathons building with Claude: Best in Show (Lane 2) for SkillMemoryBank, and Most Creative UI for Receipts.

On your 90-day goals: I would open with a brand and creative-systems audit written as a claim ledger that separates what I can verify from what I am inferring, take creative direction on one integrated launch, and bring one specific proposal for where AI tooling belongs in the studio's workflow and where it does not.

Two honest notes. My agency experience is from the client side, directing freelance and agency teams on editing and live production, not from an agency payroll. And I have had no standing direct reports; what I have is a decade of directing contractors, reviewing work and presenting to executives, including as a direct creative partner to Mimecast founder and CEO Peter Bauer.

I am in the Boston area and work remotely. Thank you for reading.

Sincerely,
Bret Kerr