CREATIVE PRINCIPAL · ABNORMAL AI · R-101109

Bret Kerr

Creative director & visual-systems lead · cybersecurity and AI brands

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Creative director with a decade building the visual and video voice of a global cybersecurity brand (Mimecast, through the NASDAQ IPO and Permira take-private), about twenty years in Adobe Creative Cloud, and a Netflix title-sequence credit. I now design and ship web-forward brand work in code and run an AI-native production pipeline I built myself. The through-line: turning technical, abstract security concepts into visual narratives that hold up for executives, buyers and practitioners.

WHAT I BRING TO A CREATIVE PRINCIPAL ROLE

Visual identity at scale. Ten years keeping one global security brand coherent across campaign, executive, customer, event, video and motion; built the templates, asset libraries and review workflows that let it scale.

AI-native workflow with a human gate. Claude skills that compile verified research into infographic briefs, scene-still packages, voiceover scripts and social copy; two Red Hat Boston hackathon wins in 2026.

Web-forward direction. Design and build contextjamming.com in Next.js, Tailwind and Framer Motion on a token-based design system: interactive explainers, infographic series, print editions.

Video and experiential production. Built Mimecast's North American video capability from scratch to a modular 4K set; produced sales kickoffs and large shows with audio, executive-messaging and event teams.

EXPERIENCE

ACRA Insight / Context Jamming — Founder & Creative Director

2025 – Present · Boston, remote

- Design and build contextjamming.com: token-based design system, interactive editorial pages, data-rich explainers and print/PDF editions; art-direct 4:5 infographic series through structured image-generation briefs.
- Produce 60–90 second vertical films with coded animation, AI voiceover, music and SFX; built reusable Claude skills that turn source-checked research into a full publishing package with acceptance checks before anything ships.
- Build employer-specific proof-of-concept microsites as work samples, including a content-activation prototype for Abnormal AI at contextjamming.com/abnormal-content.
- Won Best in Show, Lane 2 (SkillMemoryBank, Claude + IBM Granite) and Most Creative UI (Receipts, Oct 2026) at Red Hat Boston hackathons.

Proofpoint — AI GTM & Content Strategy Consultant (contract)

Dec 2025 – Q1 2026

- Turned dense product, threat, partner and competitive material into executive-ready narratives and presentation concepts; built the case that won CEO sponsorship for an Anthropic alliance.

Mimecast — Director, Video Production & Digital Creative Strategy

2015 – 2025 · Lexington, MA

Global cybersecurity SaaS · through the NASDAQ IPO and the Permira take-private

- Led brand, campaign, executive, customer, event, sales, video and motion creative for a global security brand through detailed reviews and launch deadlines; direct creative partner to founder and CEO Peter Bauer, working daily with Product Marketing, Communications, Design, Legal and Sales.
- Built the North American video capability from a makeshift studio to a modular 4K news set at headquarters; produced sales kickoffs with audio, executive-messaging and event teams.
- Directed and reviewed freelance production contractors; point of contact for agencies on editing and live production. Introduced Frame.io and Smartsheet for intake, versioning and approvals; developed reusable templates, asset libraries and production documentation.
- Built a GPT-assisted transcript-to-clip testimonial workflow; related programs saw ~30% stronger response rates, 25% more meetings booked and 30% higher targeted YouTube viewership.
- AI Literacy Committee member supporting the VP of AI Transformation; wrote the internal communications that drove Cursor and You.com adoption.

SELECTED CREDITS & EARLIER WORK

- Title Sequence Creative Director — Chelsea Peretti: *One of the Greats* (Netflix, 2014)
- Book cover design — O'Reilly Media
- Graphic designer, Boston publishing (from 2005)
- Live work: contextjamming.com/videoproduction · /explainers · /abnormal-content

EDUCATION

B.A., English / Journalism — Framingham State University

TOOLS

- **Design & motion:** Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Audition), Figma, Frame.io, Smartsheet
- **AI:** Claude and Claude Code (custom skills), ChatGPT, Gemini; generative image and video, AI voiceover, structured image-generation briefs
- **Web:** Next.js, React, TypeScript, Tailwind CSS, Framer Motion, Cloudflare