

KEON M. PETTIWAY

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EDUCATION

East Carolina University, *Greenville, NC*

Master of Fine Arts in Graphic Design, 2012

North Carolina State University, *Raleigh, NC*

Bachelor of Art in Multidisciplinary Studies, 2005

PROFESSIONAL EXPERIENCE

Web Designer, **Branch Banking and Trust (BB&T)**, 2005-2009, *Raleigh, NC*

- Responsible for creative direction of a redesigned user interface for a major profit-generating application that allows clients to open checking, savings, and credit card accounts online
- Developed motion graphics for BB&T Visa Rewards, BB&T Business Insurance, and BB&T Merchant Services promotions
- Researched and implemented accessibility standards for Adobe Acrobat, Captivate and Flash, html, and cascading style sheets
- Conducted presentations on methods to improve speed-to-market, such as advanced paper-prototyping

Graphic Designer, **North Carolina Solar Center**, 2004-2005, *Raleigh, NC*

- Designed a wayside exhibit concept of wind turbines for the Wright Brothers National Memorial
- Conceptualized and prototyped an email marketing web template
- Designed a program poster exhibited for representatives from the British Parliament
- Developed environmental graphics commemorating 25th anniversary of the NCSU Solar House

Graphic Designer, **Distance Education and Learning Technologies**, 2004-2005, *Raleigh, NC*

- Designed a poster displayed at D.H. Hill Library to promote innovation in the use of instructional technology in online teaching and learning
- Developed web templates for distance education courses
- Researched and proposed a low-cost email marketing solution
- Trouble shoot browser compatibility and JavaScript issues of videos used for online courses

Pro bono web design, **North Carolina Coalition Against Sexual Assault**, 2006, *Raleigh, NC*

- Developed a redesign prototype of their web site and served as a consultant for design needs
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ADDENDA

Affiliations: American Institute of Graphic Artists (AIGA), North Carolina State University Alumni Association, Triangle Usability Professionals Association, and Iota Phi Theta Fraternity, Inc.

Community involvement: North Carolina State University Black Alumni Society (2008-2009 President), US-Uganda Orphan Education Fund (2008 Board of Directors), African American Cultural Center Advisory Committee (2008-2009), Junteenth Jubilee Coalition (2008), and AIGA Raleigh (2008 Interactive Director)

Awards and Recognition: Ebony Harlem Award of Literary Talent, Ebony Harlem Award of Service, BB&T Olympian Award, Equal Opportunity Institute Certificate, and World Usability Day 2009 Design Challenge