

Naijya Leggett

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Education

ARIZONA STATE UNIVERSITY
M.S. Graphic Information Technology, Concentration: UI/UX

Tempe, AZ
August 2025 - Current

ELIZABETH CITY STATE UNIVERSITY
B.S. Graphic Design
NCAA Student Athlete, Volleyball

Elizabeth City, NC
August 2021 - May 2025

Experience

GRACE RENEWABLES INC.
Brand & Web Design Intern

Irvine, CA
January 2025 - May 2025

- Designed and developed a custom brand identity for a nonprofit, including logo, typography, and comprehensive visual guidelines
- Created fully responsive websites with intuitive UI/UX design to ensure optimal user experience across devices
- Developed wireframes and interactive prototypes using Figma to streamline interface design and improve usability
- Managed end-to-end project workflows from initial concept to final launch, meeting deadlines and delivering high-quality results

BAY AREA WILDCATS BASKETBALL
Graphic Design Intern

Oakland, CA
June 2024 - July 2024

- Created engaging and interactive game designs for weekly social media campaigns, increasing audience participation and boosting weekly engagement by 35%
- Designed visually compelling promotional content for weekend camps, contributing to higher registration rates and increased visibility across social media platforms
- Developed consistent branded graphics tailored to specific campaign themes, enhancing recognition and user interactions
- Utilized Adobe Illustrator to produce high-quality visuals optimized for digital performance

CAMI CO. LACE
Graphic Design Intern

Atlanta, GA
June 2022 - July 2022

- Created and produced visually engaging content, templates, and layouts for multiple social media platforms, enhancing brand consistency and audience engagement
- Directed and coordinated photo shoots to generate high-quality visual assets aligned with brand identity and campaign goals
- Developed and maintained a comprehensive weekly content calendar to ensure consistent messaging and timely delivery across platforms
- Conducted in-depth research on evolving fashion and social media trends to inform creative direction and keep content strategy current and competitive
- Applied trend analysis and audience insights to optimize visual storytelling and improve reach across Instagram, TikTok, and Facebook

Leadership and Activities

Turner Duckworth | Branding & Packaging Top 6 Finalist

- Recognized among the Top 6 finalists in a national design competition, highlighting excellence in brand strategy and packaging design
- Work featured for innovation, clarity, and creative storytelling in visual identity development

Black History Month Art Exhibition

- Selected to exhibit original artwork in a curated show celebrating Black history, culture, and community impact
- Work honored for visual storytelling and cultural relevance

Elizabeth City State University Mural Project

- Led design and execution of a large-scale mural commemorating university founders and prominent historical figures
- Mural permanently displayed on campus, celebrating heritage and visual legacy through public art

Skills & Interests

Technical: Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Figma, Wordpress, Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), Content Management Systems (CMS), Content Design and Development