

LAISIM SOEUNG

FASHION / TECHNICAL DESIGNER



soeunglaisim@gmail.com



US, New York, NY 10003



www.laisim.com

PROFILE

Fashion and Technical Designer with professional experience spanning fashion design, technical design, and illustration. Experienced across menswear, womenswear, tailoring, couture, and accessories, with a strong foundation in garment construction and production processes. Combines traditional craftsmanship with digital design tools to deliver precise, production-ready results. Adept at working independently and collaboratively, with a proven ability to translate creative concepts into commercially viable products with clarity, efficiency, and attention to detail.

WORK EXPERIENCE

● FASHION & TECHNICAL DESIGNER | ILLUSTRATOR

New York, New York City, United States

FREELANCER | 2023 - Present

- Delivered fashion illustrations, technical sketches, and design visuals for independent designers and private clients, supporting both creative development and production communication.
- Created detailed flats, hand-rendered illustrations, and digital drawings to clearly convey design intent, silhouettes, proportions, and construction details.
- Assisted clients in translating concepts into production-ready designs through organized visuals, basic technical guidance, and clear presentation materials.
- Worked across menswear, womenswear, accessories, and concept projects, adapting visual styles to align with brand identity and client needs.
- Managed multiple freelance projects independently, maintaining strong communication, time management, and attention to detail from initial brief to final delivery.

● DESIGN ASSISTANT (PROJECT-BASED)

New York, New York City, United States

3.1 PHILLIP LIM | August - December, 2025

- Created detailed flat sketches (Adobe Illustrator) for designers and updated all flats after fittings and sample corrections.
- Produced embroidery samples and small hand-sewn elements for design development.
- Supported styling, look preparation, and organizing design boards during collection reviews.
- Helped prepare garments and accessories for photoshoot, and internal reviews.
- Researched fabric textures, trims, silhouettes, and RTW market references.
- Ensured all design files were updated and consistent.

● ASSISTANT DESIGNER → TECHNICAL DESIGNER

Phnom Penh City, Cambodia

GHECHIE | December, 2021 - May, 2023

- Supported the technical design team in developing garments from initial design through sample and production stages within a local manufacturing environment.
- Created and updated technical packages, including flat sketches, measurement charts, and construction details to support accurate garment development.
- Assisted during fittings by documenting measurements, fit comments, and sample corrections to ensure consistency and proper fit.
- Worked closely with designers, pattern makers, and in-house production teams to implement design and construction updates.
- Ensured all technical files and design documents were accurate, organized, and aligned with brand standards throughout the development process.

● JUNIOR DESIGNER

Phnom Penh City, Cambodia

THE MEXART | January, 2019 - March, 2022

- Contributed to design and development of community-focused fashion projects, runway events, and agency-led fashion shows
- Assisted in creating garments for public figures and celebrity clients
- Supported concept development, sketching, and technical design processes
- Assisted with fittings, garment refinement, and locally produced collections
- Collaborated with creative teams to deliver fashion projects from concept to execution

● TECHNICAL DESIGN ASSISTANT

Phnom Penh City, Cambodia

BELEZA | January - December, 2021

- Produced precise flat technical sketches for various garment types (tops, bottoms, outerwear, dresses, etc.)
- Learned and applied measurement specifications to create accurate measurement charts for samples
- Assisted in fit sessions by recording fit notes, construction issues, and pattern adjustments
- Updated tech packs, including POM (Points of Measure), construction details, and grading comments
- Measured samples to ensure alignment with technical standards and communicated corrections
- Collaborated with pattern makers and designers to verify garment construction and fit quality
- Reviewed seams, stitches, finishing, and trims to ensure production accuracy
- Helped organize samples, maintain technical libraries, and track updates across styles

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WORK EXPERIENCE CONTINUED

● RTW-DESIGN INTER

ZANDO GROUP | December 2018 - February, 2019

Phnom Penh City, Cambodia

- Assisted the ready-to-wear design team in the development and refinement of seasonal collections
- Contributed to design updates across multiple styles, ensuring consistency with brand direction
- Created and assisted with flat sketches to support design development and technical communication
- Supported fabric selection, color coordination, and sample preparation throughout the design process
- Collaborated closely with the design team to meet production timelines and quality standards

EDUCATION

● THE NEW SCHOOL - PARSONS SCHOOL OF DESIGN

FASHION / APPAREL DESIGN

New York, New York City, United States

2024 - 2025

Associate of Applied Science - AAS

● LIMKOKWING UNIVERSITY OF TECHNOLOGY

FASHION / APPAREL DESIGN

Phnom Penh, Cambodia

2017 - 2020

Bachelor of Fine Arts - BAF

SKILLS

- Garment Construction
- Draping
- Tech Pack Creation
- CAD Design
- Embroidery
- Hands-Drawing
- Pattern Making
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Affinity Publisher
- Affinity Photos
- Affinity Design
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Procreate
- CLO 3D

ACHIEVEMENT

● STYLIST HONORS & RECOGNITION

SOKNAN COUTURE FASHION SHOW

Phnom Penh City, Cambodia

September, 2019

● UPCYCLED GARMENT DESIGN FOR ENVIRONMENTAL AWARENESS

DESIGNER - THE MEXART

Phnom Penh City, Cambodia

November, 2019

CREAL CAMBODIA

● THE MASKED SIGNER - CAMBODIA (SEASON 1)

COSTUME DESIGNER

Phnom Penh City, Cambodia

June - July, 2019

HANG MEAS TV PROGRAM

LANGUAGES

● ENGLISH - KHMER



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