

L A I S I M S O E U N G

F A S H I O N / T E C H N I C A L D E S I G N E R



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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

Phnom Penh City, Cambodia

ZANDO GROUP | December 2018 - February, 2019

- 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

New York, New York City, United States

FASHION / APPAREL DESIGN

2024 - 2025

Associate of Applied Science - AAS

● LIMKOKWING UNIVERSITY OF TECHNOLOGY

Phnom Penh, Cambodia

FASHION / APPAREL DESIGN

2017 - 2020

Bachelor of Fine Arts - BAF

SKILLS

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

ACHIEVEMENT

● STYLIST HONORS & RECOGNITION

Phnom Penh City, Cambodia

SOKNAN COUTURE FASHION SHOW

September, 2019

● UPCYCLED GARMENT DESIGN FOR ENVIRONMENTAL AWARENESS

Phnom Penh City, Cambodia

DESIGNER - THE MEXART

November, 2019

CREAL CAMBODIA

● THE MASKED SIGNER - CAMBODIA (SEASON 1)

Phnom Penh City, Cambodia

COSTUME DESIGNER

June - July, 2019

HANG MEAS TV PROGRAM

LANGUAGES

● ENGLISH - KHMER



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