# LAISIM SOEUNG

Fashion Designer

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www.laisim.com

### PROFESSIONAL SUMMARY

Detail-oriented and adaptable Fashion Designer with experience in ready-to-wear (RTW) and costume design, specializing in research-driven design concepts. Adept at creating technical design packages, managing design documentation, and conducting targeted market and user research to inform decisions. Proven ability to support senior designers and coordinate with cross-functional teams to bring new products from concept to production.

### SKILLS

Adobe illustrator, Photoshop, InDesign, Microsoft Excel, Affinity Designer/Publisher, Clo 3D, Garment Construction and Innovation, Pattern Making, Adaptability and flexibility.

### **WORK EXPERIENCE**

#### Illustration Freelancer

New York City/Phnom Penh, Cambodia May, 2023 - Present

- I am a Freelance Fashion Illustrator driven by a passion for drawing, creating unique visuals that capture the detail and mood of fashion designs.
- Highly versatile in digital and traditional mediums, I deliver professional, impactful illustrations that enhance client brand storytelling.

# 3.1 Phillip Lim RTW Design Internship 3.1 PHILLIP LIM

- Generated detailed Adobe Illustrator flat sketches and updated technical packages for new RTW wovens styles to support the design team's workflow.
- Contributed to the seasonal concept process by researching inspiration, fabric details, and color palettes for upcoming collections.
- Helped maintain and organize physical and digital design boards and presentation materials for internal review and meetings with cross-functional teams.

# • Assistant Designer GHECHIE

Phnom Penh, Cambodia

December, 2021 - January, 2023

- Provided essential support to the design team by contributing to the development of new products and translating conceptual ideas into actionable design assets.
- Conducted targeted market and user research to inform design decisions, ensuring new products were grounded in data and met user needs.
- Managed design documentation, file organization, and revision cycles to ensure a smooth transition from early-stage concepts to final, production-ready specifications.

## Beleza RTW Design Internship BELEZA

Phnom Penh, Cambodia

June - August, 2021

- Helped create technical documents and flat sketches for new designs in Adobe Illustrator, ensuring details were correct for sample production.
- Researched industry trends and prepared mood boards for the design team, focusing on suggesting new fabrics and color options for the season.
- Supported sample fittings and updated tracking lists to help the team manage and keep tabs on all prototype garments and materials.

# Textile Designer - The Mask Signer Cambodia HANG MEAS TV

Phnom Penh, Cambodia

June - Junly, 2019

- Designed custom textiles for costumes featured in the television program The Mask Singer Cambodia, ensuring alignment with the show's creative direction and visual themes.
- Collaborated closely with fellow designers to develop unique fabric patterns and textures that enhanced stage presence and audience impact.
- Assisted in the selection of materials and oversaw fabric preparation to ensure quality, durability, and suitability for performance wear.

### **EDUCATION**

The Assoiate in Applied Science (AAS) Fashion Design
 The New School - Parsons School of Design

New York City, NYImage: January, 2024 - May 2025

 Bachelor of Art - BFA, Fashion Design and Fashion Business Innovation Limkokwing University of Technology Phnom Penh, Cambodia

November, 2016 - March 2021

Design by Laisim <u>www.laisim.com</u>