

# LAISIM SOEUNG

## FASHION DESIGNER

### CONTACT

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### PROFILE

I am a fashion designer with a strong background in fashion design, CAD, tech pack design, and illustration. Over the past three years, I have gained hands-on experience in embroidery, technical design, couture construction, detailed technical drawing, and textile development, with a focus on womenswear. My work blends traditional craftsmanship with digital innovation, reflecting my commitment to precision, creativity, and visual storytelling. I bring adaptability, attention to detail, and a collaborative spirit to every project.

### EDUCATION

FASHION DESIGN AND BUSINESS  
INNOVATION - (BFA) DEGREE  
LIMKOKWING UNIVERSITY OF  
TECHNOLOGY  
Phnom Penh, Cambodia  
2017 - 2020

FASHION DESIGN - (AAS) DEGREE  
THE NEW SCHOOL - PARSONS SCHOOL  
OF DESIGN  
New York, New York City, United States  
2024 - 2025

### SKILLS

#### PROFESSIONAL

Team Building  
Goal Setting  
Prioritization  
Garment Construction  
Draping  
Tech Pack Creation  
Embroidery  
Hands-Drawing  
Sewing  
Pattern Making

### WORK EXPERIENCE

#### ILLUSTRATOR

FREELANCER | 2024 - Present  
New York, New York City, United States

- Create detailed couture illustrations with accurate silhouettes and proportions.
- Render fabric textures (silk, tulle, lace, brocade) and embroidery details
- Produce digital sketches and technical flats using Adobe Illustrator, Photoshop, and Procreate
- Visualize garment construction, draping, and embellishment for concept development
- Provide clear illustrations for look books, presentations, and design communication

#### RTW - DESIGN INTERN

3.1 PHILLIP LIM | August, 2025 - Present  
New York, New York City, United States

Worked closely with the RTW design team to support seasonal collections through technical sketching, sample development, and styling. Gained hands-on experience across fittings, corrections, embroidery sampling, and maintaining design accuracy from concept to final garment.

- 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.



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### SKILLS

#### TECHNICAL

Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
Affinity Publisher  
Affinity Photos  
Affinity Design  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Procreate  
CLO 3D

### ACHIEVEMENT

#### THE MARKED SIGNER CAMBODIA DESIGNER

HANG MEAS TV PROGRAM  
Phnom Penh City, Cambodia  
June - July, 2019

#### THE BEST STYLISTS

SOKNAN COUTURE  
Phnom Penh City, Cambodia  
September, 2019

#### THE MEXART

DESIGNER & EVENT TEAM MEMBER  
Phnom Penh City, Cambodia  
January - March, 2019

### WEBSITE



Scan the QR code to more  
information and all the portfolio  
book from my project.

Click → <https://www.laisim.com>

### WORK EXPERIENCE CONTINUED

#### ASSISTANT DESIGNER

GHECHIE | December, 2021 - January, 2023  
Phnom Penh City, Cambodia

- Assisted with design concepts, mood boards, and seasonal development.
- Created flat sketches and updated detailed technical drawings.
- Supported pattern corrections, sample checking, and fit adjustments.
- Prepared and organized spec sheets, measurements, and design details.
- Coordinated with local tailors, seamstresses, and suppliers on samples and production.
- Helped manage fabric selection, trims sourcing, and material inventory.
- Reviewed sample quality, embroidery details, and garment finishing.
- Assisted in production development, ensuring accurate execution of designs.
- Adapted to multiple tasks due to small-team structure, improving flexibility and problem-solving skills.
- Maintained clear communication throughout the design-to-production workflow.

#### RTW - TECHNICAL DESIGN INTERN

BELEZA | June - August, 2021  
Phnom Penh City, Cambodia

Supported the technical design team in creating accurate garment specifications, flat sketches, and measurement updates across multiple categories. Assisted in fittings, construction notes, and sample corrections to ensure production-ready quality.

- 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