

Patrick Salameh

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Professional Summary

Customer-focused and process-driven professional with experience in workflow design, and operational improvement. Skilled in analyzing qualitative and quantitative data to uncover insights and implement scalable solutions. Proven ability to collaborate cross-functionally with support, training, and product teams to enhance service quality and internal efficiency.

Education

IE BUSINESS SCHOOL

Madrid, Spain

Master in Customer Experience and Innovation (top 20%)

09/2024 - 07/2025

- Class representative | IE Music Club Member

Courses: Customer Experience, Project Management, Data Analytics, Strategic Design, UX/UI in Digital Products, CX in Organizations, Systems Thinking

Key Projects:

- **IKEA Checkout Optimization**
 - Designed an RFID-powered checkout concept to reduce in-store wait times by 80%
 - Scraped and filtered 1,000+ global Google reviews and conducted in-store observations to gather qualitative and quantitative data, identify patterns, and generate actionable insights to shift the checkout experience
- **Madrid Municipality** – Developed a CX strategy for local businesses, improving public service delivery and stakeholder engagement
- **Microsoft App** – Conducted a full user journey analysis and implemented UX improvements to increase user satisfaction

AMERICAN UNIVERSITY IN BEIRUT (AUB)

Beirut, Lebanon

Bachelor in Industrial Engineering

08/2020 - 06/2023

Professional Experience

THE INTERDISCIPLINARY DESIGN PRACTICE PROGRAM | AUB

Beirut, Lebanon

Design Fellow

09/2023 - 08/2024

- Designed and tested a live tracking system to streamline recruitment workflows, reducing approval time by 20% across 10+ academic departments
- Mapped backend and frontend workflows through 15 stakeholder interviews, using flowcharts and visual process maps to identify 2 critical bottlenecks in the recruitment process
- Conducted mixed-method research on 10 FYP teams, analyzing program participation data and qualitative feedback from students and professors
- Identified key drop-off stages, leading to recommendations that improved program structure, stakeholder engagement, and clarity of process
- Collaborated cross-functionally with academic advisors, operations, and training leads to align interventions with institutional goals

EVENTRICK HOUSE | Event Planning Startup

Beirut, Lebanon

Founder

01/2021 - 08/2023

- Built and managed long-term client relationships, ensuring high retention and satisfaction through tailored engagement strategies
- Managed post-event evaluations, gathering feedback to enhance future experiences and strengthen client loyalty
- Negotiated 15+ strategic partnerships, strengthening event offerings and ensuring seamless service delivery, maintaining a 90% client satisfaction rate

180 DEGREES CONSULTING CLUB | University Club (Part-Time)

Beirut, Lebanon

Consultant

01/2022 - 06/2022

- Developed client engagement strategies for nonprofit organizations, improving stakeholder relationships
- Created a data-driven customer outreach plan, increasing donor engagement and fundraising efficiency

Languages

- Arabic (Native) • English (Fluent) • French (Fluent) • Spanish (B2)

Skills

- Process Optimization • Workflow Documentation • Data Analysis • Qualitative & Quantitative Research • KPI Development
- Operational Efficiency • Journey Mapping • Cross-Functional Collaboration • Service Design • Presentation and Storytelling

Tools: Miro, Mural, Figma, Excel, SQL, Python

Other Achievements

- Generative AI Certificate (2025)
- IE Salesforce CRM Associate Certificate (2025)