

TARIQ QAREM

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Academic Profile

Interior Architecture & Design academic and design practitioner with over 10 years of combined teaching and professional experience. Specialized in retail interior environments, user-centered design, BIM integration, and evidence-based design. Actively engaged in research on smart retail environments, educational spaces, and technology-driven spatial design.

Education

PhD in Interior Architecture – Near East University, Cyprus (June 2026)

Thesis: Revolutionizing Apparel Retail Spaces Design in Response to Evolving Technology and Online Shopping.

MFA in Interior Design – Savannah College of Art and Design (SCAD), USA (2014)

Thesis: Exploring Retail Interior Design to Enhance American Brand Capacity through Middle Eastern Cultural Paradigms

BFA in Interior Design – Al-Ahliyya Amman University, Jordan (2010)

Publications

- Revolutionizing Apparel Retail Spaces Design in Consideration of Evolving Technology and Online Shopping. (*Journal of Asian Architecture and Building Engineering* – WoS)
- A Metaheuristic–Machine Learning Framework for Modeling and Improving Thermal Behavior of Bio-Based Wall Panels. (*Asian Journal of Civil Engineering* – Scopus Q1)
- Exploring Retail Interior Design as a Means of Increasing American Brand Capacity by Integrating Middle Eastern Cultural Paradigms. (*MFA Thesis*)

Academic Experience

Academic experience encompasses curriculum development and delivery, academic leadership, and service, including teaching a diverse range of courses spanning residential, commercial, and hospitality design. Instruction includes specialized subjects such as materials, lighting, acoustics, design implementation, CAD (AutoCAD and Revit), as well as supervision of graduation project research and design, integrating theory with practical, industry-relevant applications.

- Assistant Dean for Internship & Technical Education – Al-Ahliyya Amman University (2023–Present)
 - Creating multiple MoUs across faculty departments, fostering partnerships, and engaging in collaborative relationships to enhance student internship experiences and industry integration.
 - Oversee students' progression in internship programs for the students in all departments.
 - Internal verifier (IV) for the Interior Design technical program (Pearson – Btec)
 - Interior Design Faculty Member – Al-Ahliyya Amman University (2017–Present)
 - Interior Design Faculty Member – Middle East University (2015–2017)
 - Part-Time Tutor – Savannah College of Art and Design (2012)
 - External Jury Member for Interior Design, Architecture & Graphic Design programs (2013–Present)
 - Collaboration with Accreditation Bodies: ISO, NASAD
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Skills

- **Personal Skills:** Detail oriented – Team player – Excellent time management skills – Resourceful
 - **Design Solutions:** EBD – Sustainable Design – LEED – Branding
 - **Software:**
 - Autodesk AutoCAD
 - 3ds Max (V-Ray & Mental Ray Rendering)
 - Adobe Photoshop, InDesign, and Illustrator.
 - Revit Architecture
 - iMovie and Final Cut Pro.
 - Microsoft Office (Word, Excel, PowerPoint)
 - **Bilingual** (Arabic & English)
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Research Interests

Retail & Experiential Interior Environments | User-Centered & Human-Centered Design | Design Innovation & Digital Transformation | Smart Learning Environments & Technology-Enhanced Spaces | Cultural Identity, Sustainability, BIM & Emerging Technologies (XR, Interactive, Smart Systems)

Field Experience

Interior Design Freelancer / Amman: 2014 – Present:

- Led residential interior redesign projects focusing on functional planning, aesthetic enhancement, and user-centered solutions.
- Designed institutional and educational spaces, including smart classrooms.
- Contributed to the design and execution of the Board of Trustees Hall and President's Office at Jadara University.

GM at **Me-Marketer** / Amman: March 2016 – June 2019:

- Developing and implementing business strategies, plans, and procedures.
- Setting comprehensive goals for performance and growth.
- Overseeing daily operations and ensuring they align with the company's short-term and long-term objectives
- Monitoring financial performance and optimizing the company's financial health
- Ensuring efficient and effective operations across all departments.
- Streamlining processes to improve productivity and efficiency.
- Implementing quality control measures and maintaining high standards of product/service delivery.
- Building and maintaining strong relationships with customers, partners, and stakeholders.
- Acting as a liaison between different departments to ensure cohesive operation.

3D BIM Architecture Team Leader Engineer at **BIMtec, Jordan** (High-rise Buildings, Hotels, and Commercial) May 2015 – Sep 2015:

- Coordinating with headquarter in Qatar, and distributing tasks on the team (4 architects & 4 civil engineers).

- Supervising the team to submit tasks by the deadlines, and ensuring the quality of the deliverables is up to the requested level.
- Creating BIM reports and schedules.
- Using Autodesk Revit Architecture to produce 3D building models.
- Coordinate with MEP division for clash control within the models.

Site Interior Designer at **ATCCO**, Jordan (Manaseer Mansion) Jan 2015 – May 2015:

- Supervising site building progress & workflow.
- Supervising marble factory and marble implementation within the site.
- Managing human resources and man working hours.
- Coordinating with the design team and verify BOQ.

Project Manager & Designer at **KB Interior Architecture and Design, Jordan** (Commercial & Residential) Mar 2014 – Dec 2014:

- Schematic Design: creating mood boards, sketches, design concept, and space planning.
- Design Development: creating CAD drawings and 3D renderings, creating spec sheets & construction documents, picking materials & light fixtures.
- Managing client meetings and understanding their needs.
- Site Supervision: project location visits and construction supervision.

Project Manager & Designer at **Phenomena Design, Jordan** (Commercial) Jul 2013 – Mar 2014:

- Schematic Design: creating mood boards, sketches, design concept, and space planning.
- Design Development: creating CAD drawings and 3D renderings, creating spec sheets & construction documents, picking materials & light fixtures.