

What I Do

My App

Behavioral researcher
and **UX designer** based
in Paris.
I help you understand
wicked problems and
design seamless
solutions.



Marion Seigneurin



My Expertise

From idea to launch, I lead innovative projects combining research and design. Practice makes perfect: iteration is key to create clever solutions.

Innovation Management

Scoping, resource planning, progress tracking, collaborative tools, and defining what success looks like.

Strategic Analysis

Strategic framing, mapping the ecosystem, and making sense of the theoretical stakes.

User Research

Ethnographic research using quantitative & qualitative methods to understand users' needs.

Co-creation Design

Facilitating co-design workshops and shaping value propositions with stakeholders or end-users.

Iterative Prototyping

Building proofs of concept, iterating, and testing solutions where they need to live.

Having an Impact

Project launch, academic publishing, scientific communication on social media, and conferences.

Creative researcher Research-led designer



My approach is rooted in the belief that complex problems require both deep empathy and analytical distance.

Recherche

Design

Livrables

Definition

Frame & scope

Project Planning

Systemic analysis

Research questions

Ecosystem mapping

Strategic Brief

Stakeholder map

Project scope

Immersion

Explore needs & uses

Literature review

Scientific benchmarking

Qualitative & quantitative user research

Competitive analysis

Design levers identification

Interview synthesis

Persona

User journey map

Ideation

Generate ideas & spark reactions

Problem formulation

Hypothesis building

Creative brainstorming

Co-design workshop

Concept sketching

Moodboard

Project specifications

Value proposal

Prototyping

Test & refine

Research ethics & validity

Hypothesis testing

Proof of concept

Low-fidelity mock-up

Iterative testing

Prototypes

User test report

Implementation

Launch & scale impact

Scientific communication

Academic publishing

Deployment strategy

Project launch

Final deliverable

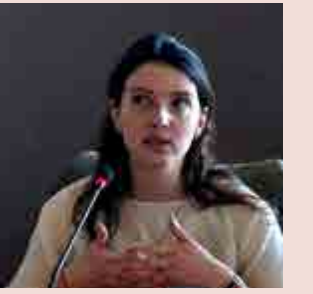
Pitch deck

Impact report

1 Mypath



2 Countering misinformation



3 Citizens' conventions



4 Symmetry of attention



5 Tomorrow together



MyPath

Higher education guidance, powered by community.

Problem

Parcoursup, the French national platform for higher education admissions, remains controversial. My graduate thesis demonstrates how the platform modifies the impact of guidance stakeholders, thereby amplifying both academic and social inequalities.

Solution

MyPath is a higher education guidance program that creates an active support community around each student. This community comprises high school teachers, parents, and university students enrolled as peer tutors. Through a systemic approach, the program ensures that no student navigates the admissions process alone.



Duration

Master thesis: a year
Diploma project: 6 months

Role

Research & Design

Process

Definition
Immersion
Ideation
Prototyping
Implementation

Toolbox

Miro
Adobe Creative Cloud (Illustrator, Indesign, Photoshop, Premiere Pro)
Figma
Procreate
Paper mock-ups
Watercolor
Microsoft Office (Word, Excel, PowerPoint)



Definition

Frame & scope

My first goal was to understand the context of high school admissions and the controversy surrounding Parcoursup. I conducted a literature review, stakeholder semi-structured interviews, and ecosystem mapping, leading to my research question: How might admissions processes be redesigned to reduce inequality in higher education?

- Literature review
- Systemic analysis
- Research questions
- Project Planning
- Ecosystem mapping

Master thesis - Parcoursup: A calculable game of actors

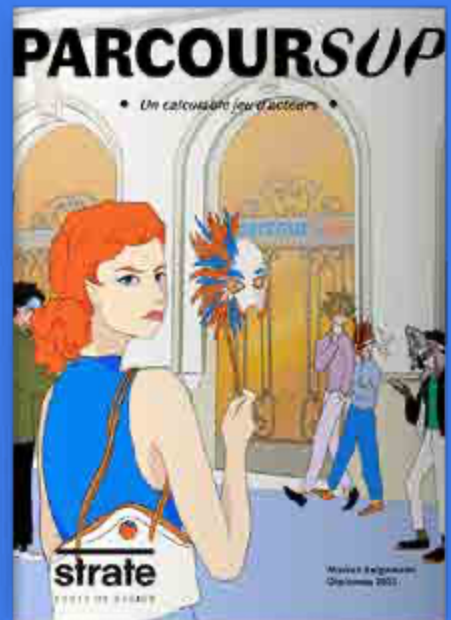
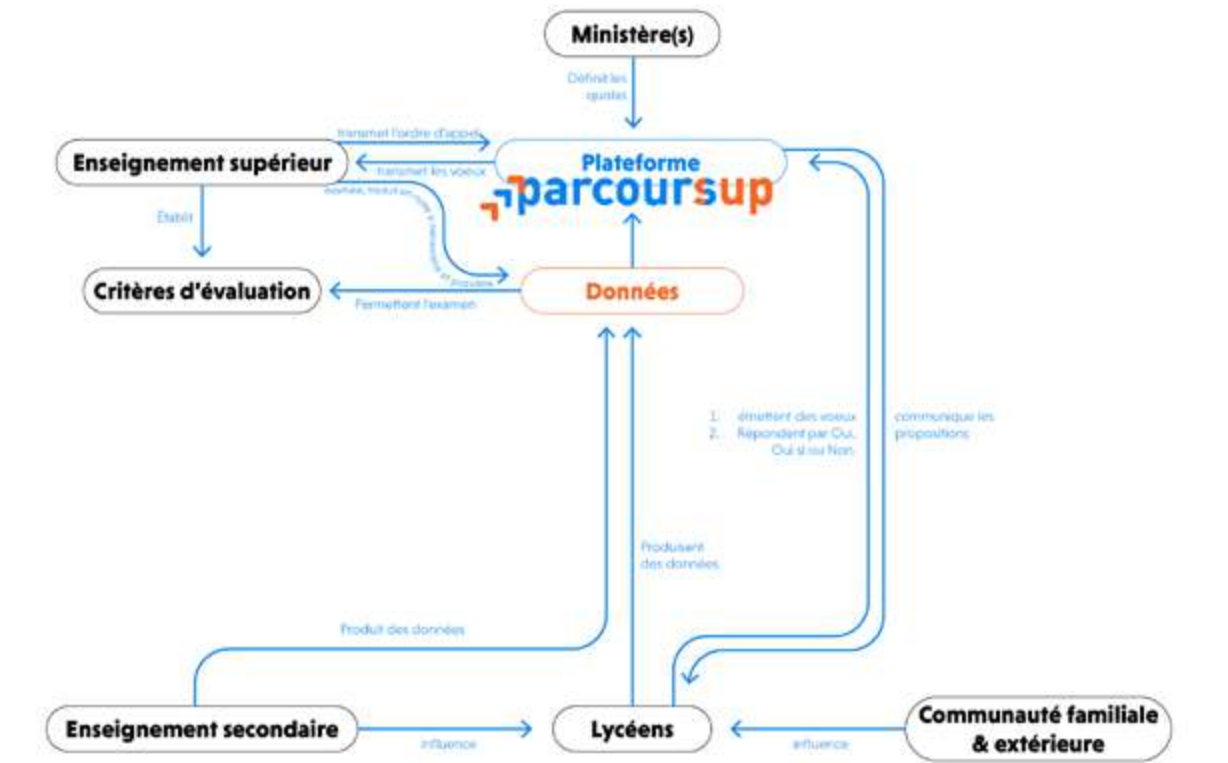
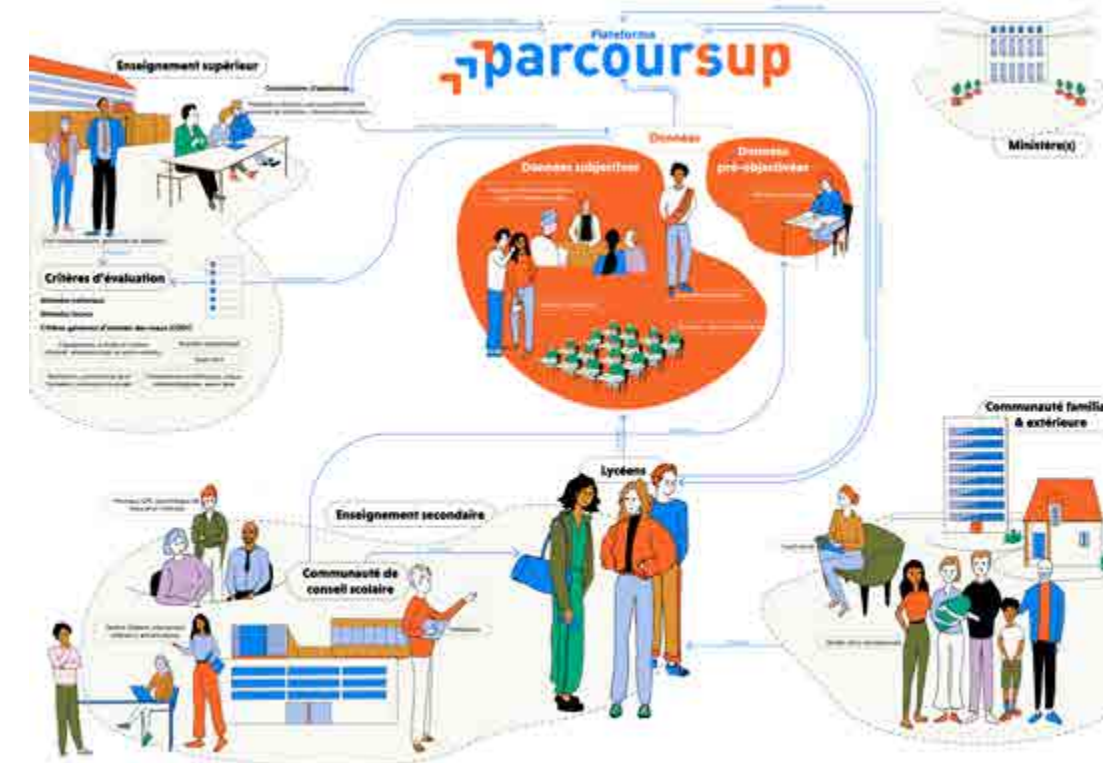
[Download my thesis](#)

Project roadmap Miro



Stakeholder map & system

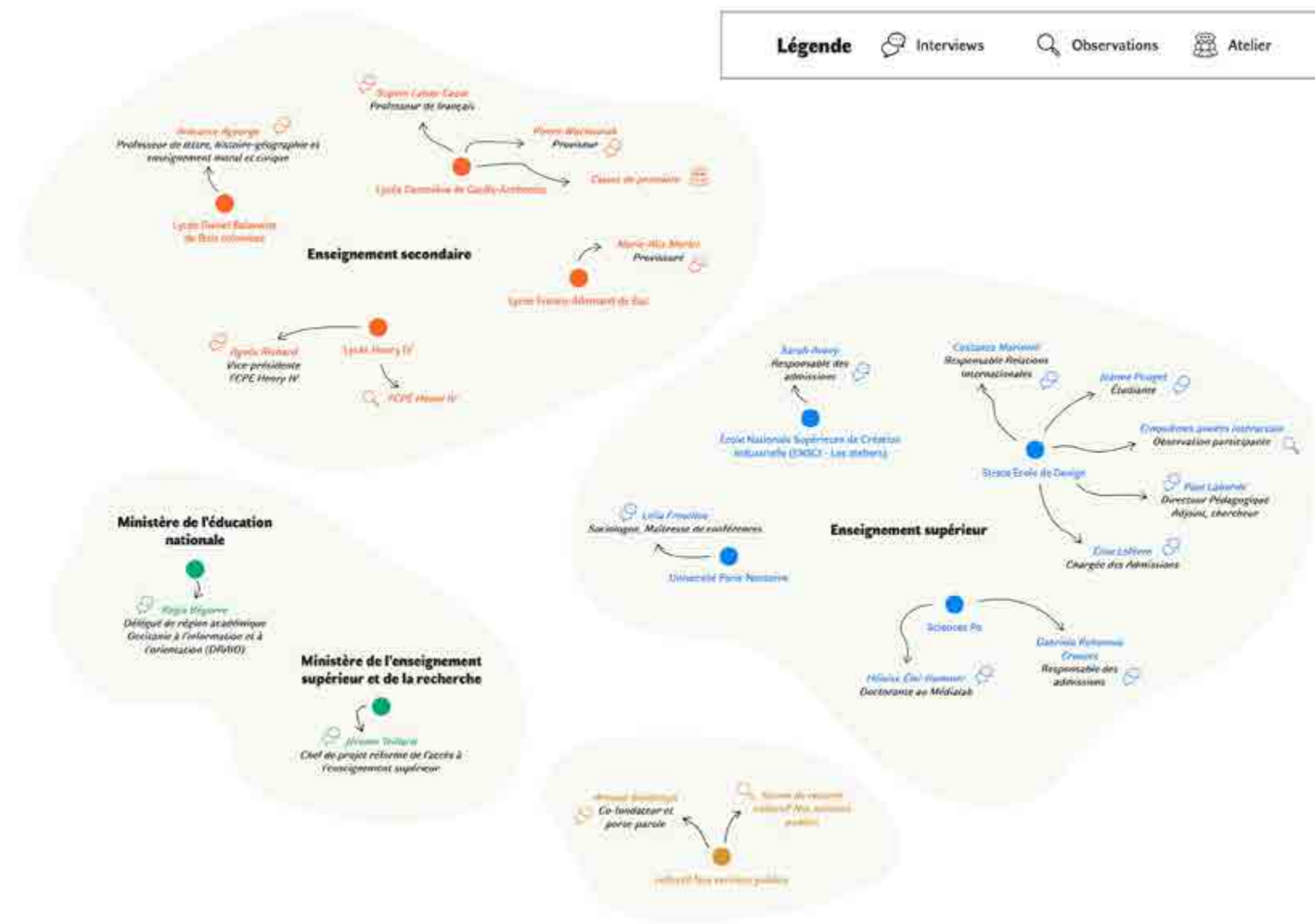
[Watch the video](#)



Immersion

Explore needs & uses

Building on my master's thesis – which already covered key immersion methods – I led research workshops with students in classrooms and during open days to uncover their uses and needs. I then mapped the typical student journey, conducted a competitive analysis of existing guidance tools, and developed personas. These insights shaped the design opportunities I brought into the ideation phase.



Field study including interviews, observations & workshops



Workshops during open days & in class

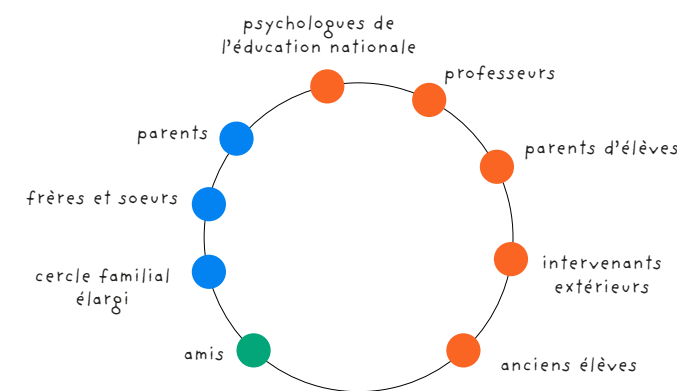


Scientific benchmarking

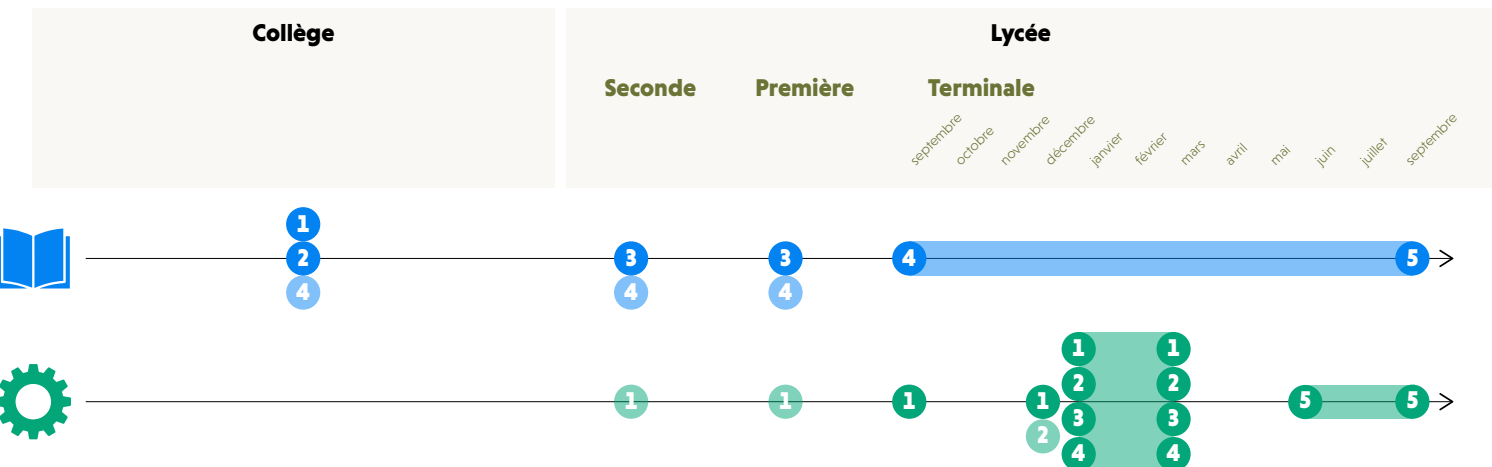
Qualitative user research

Competitive analysis

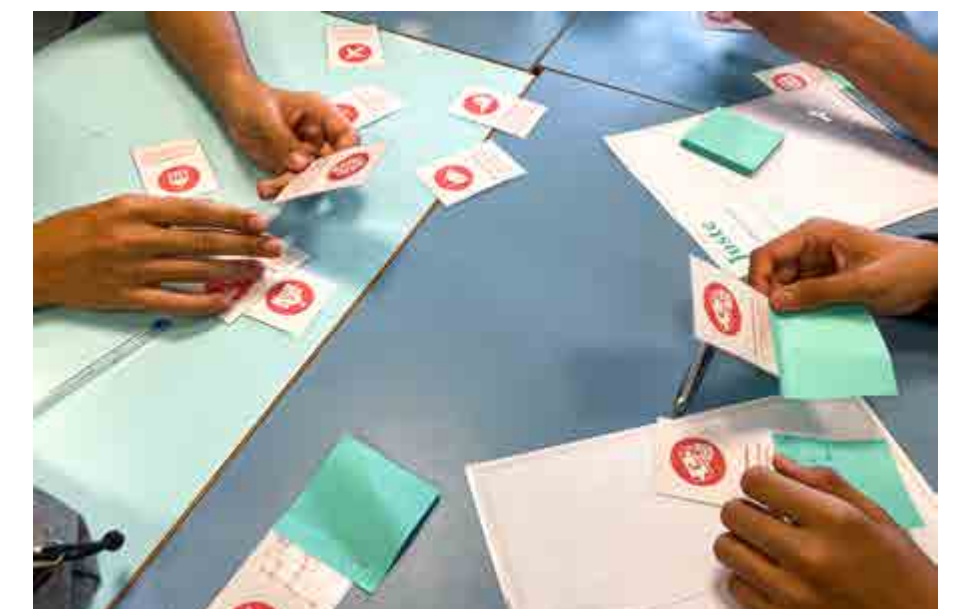
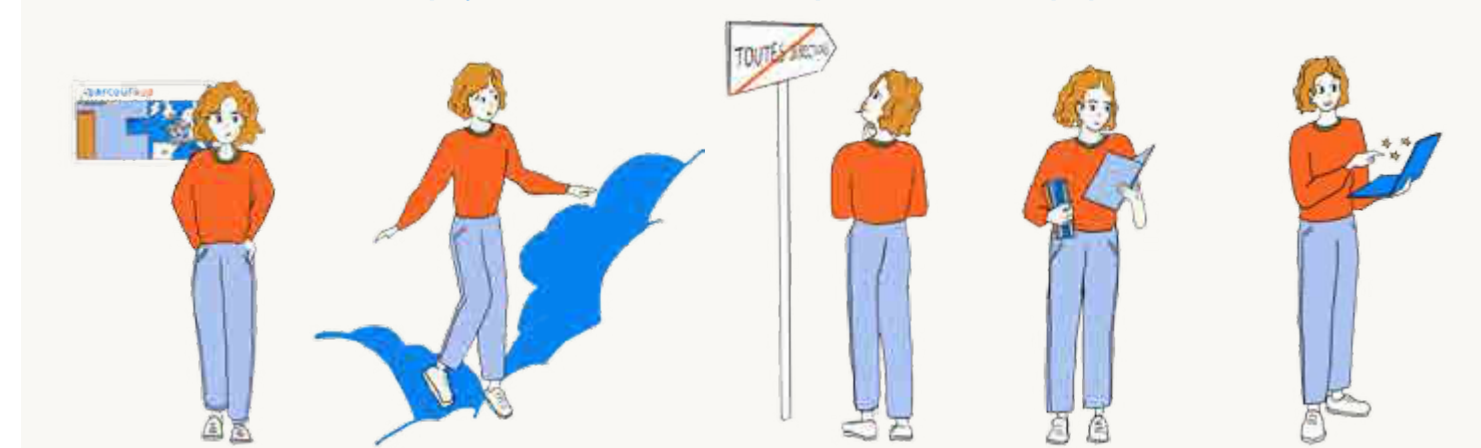
Design levers identification



User-journey map



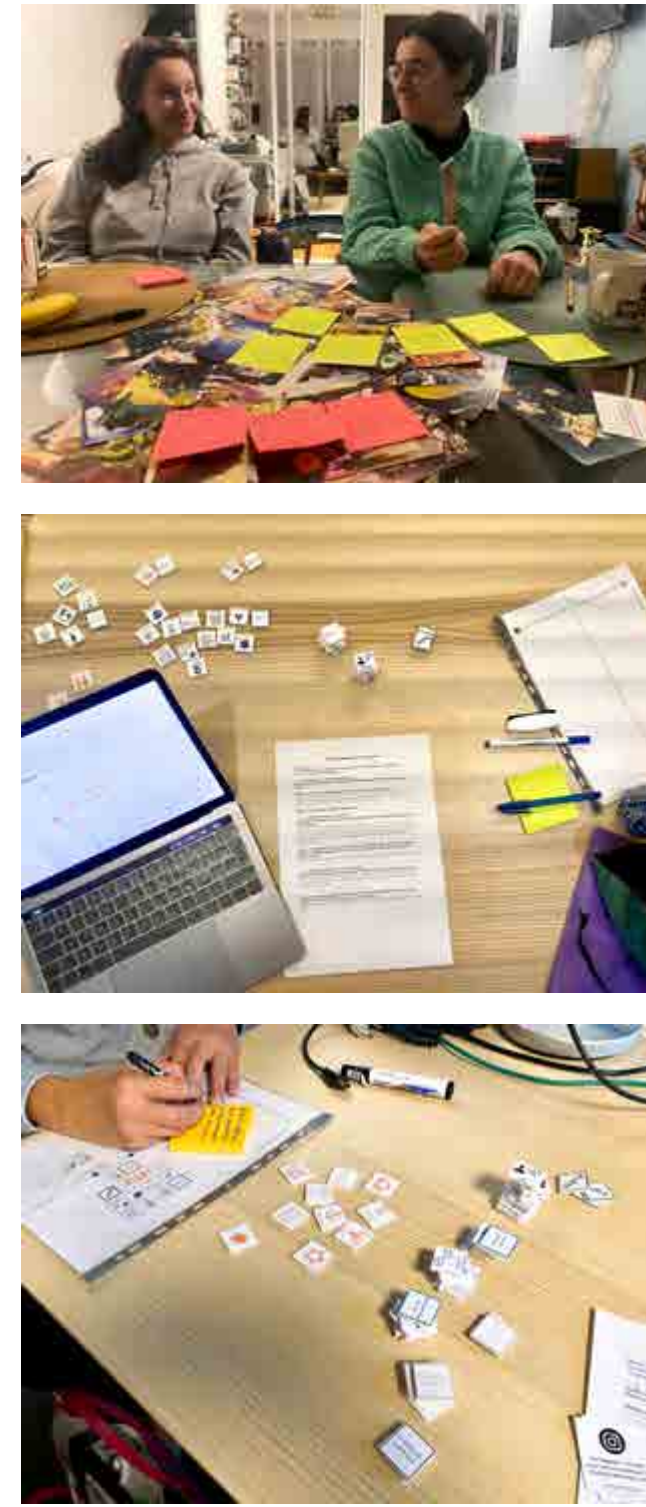
1. Connaître l'existant
2. Se projeter
3. Choisir des possibles
4. Se préparer
5. Effectuer le choix final



Ideation

Generate ideas & spark reactions

The ideation phase focused on the guidance journeys of less socially advantaged students. I led creative workshops, followed by stakeholder interviews with high-school admission teams to test and refine early concepts. I also surveyed lycée teachers across three French regions with contrasting socioeconomic profiles to validate these intuitions at scale. Follow-up interviews with respondents then fed directly into the prototyping phase.



Problem formulation

Hypothesis building

Creative brainstorming

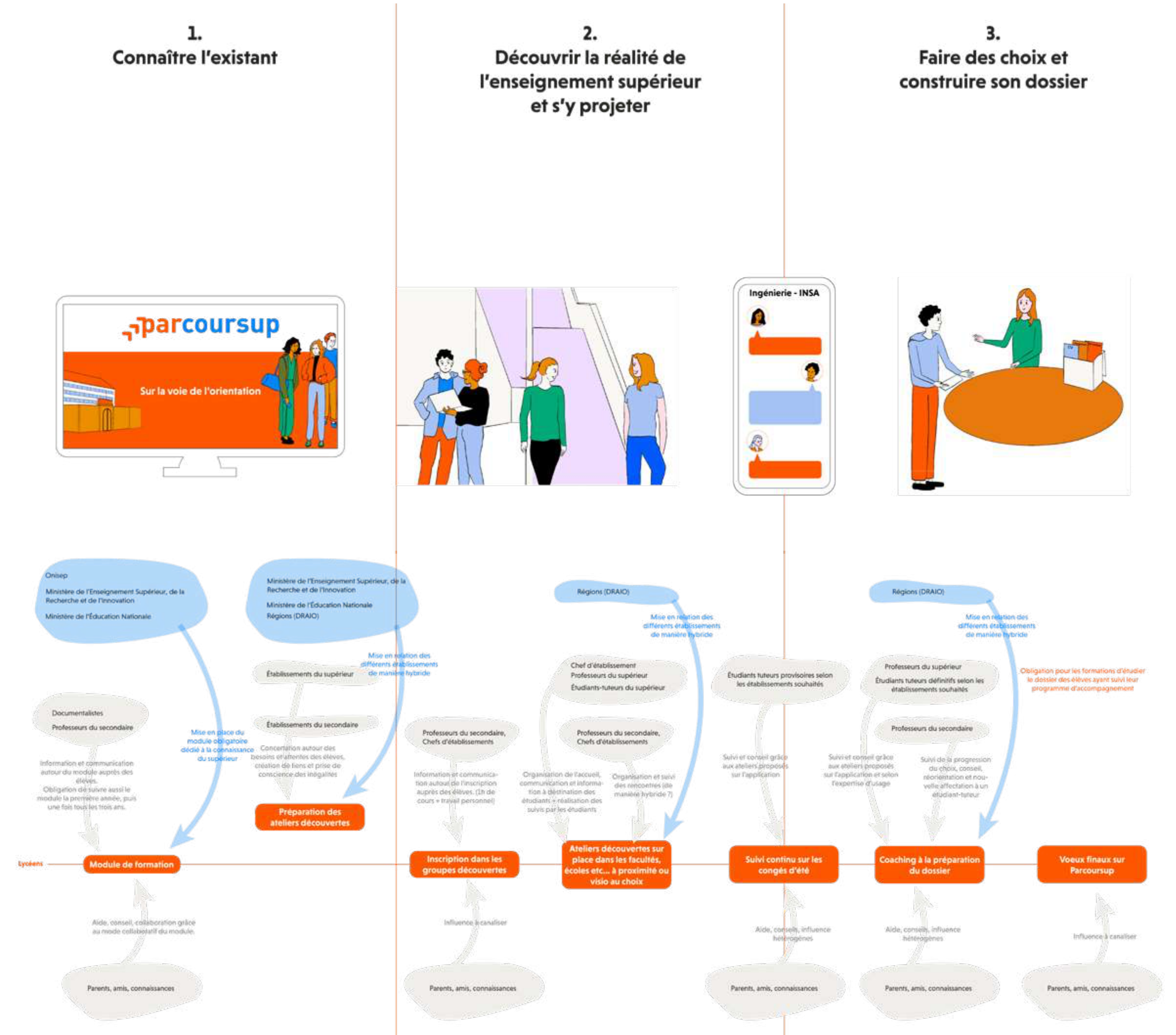
Co-design workshop

Concept sketching

Workshops and generative interviews, conducted online and on site



MyPath early-stage user-journey



Prototyping

Test & refine

The user scenario was refined by confronting a paper prototype & fictional artifacts with stakeholders – students, teachers, and parents. I then prototyped the three games designed for family use and tested them with three families. I also prototyped the lycée workshops, designed to be used in class with minimal preparation for teachers, and had the opportunity to test them in a real classroom setting.

Research ethics & validity

Hypothesis testing

Proof of concept

Low-fidelity mock-up

Iterative testing

Fictional newspaper articles



Workshops in French lycées and family games

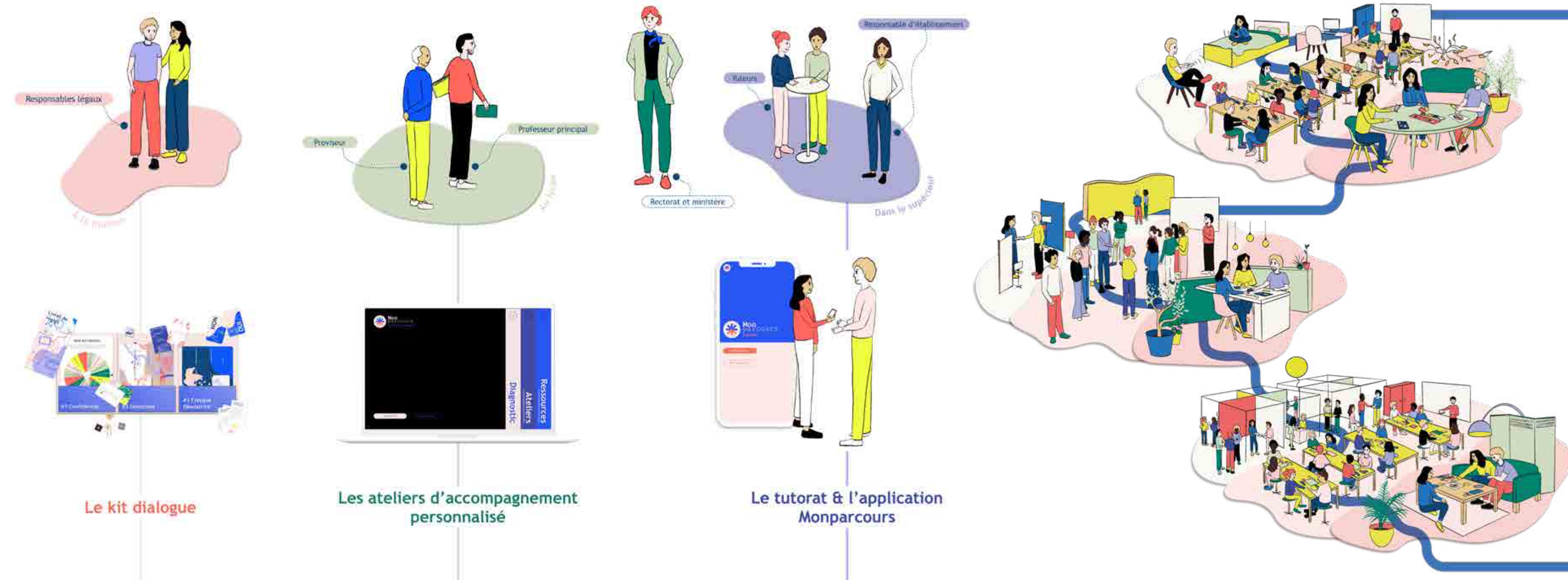
Paper prototype of the user scenario

Implementation

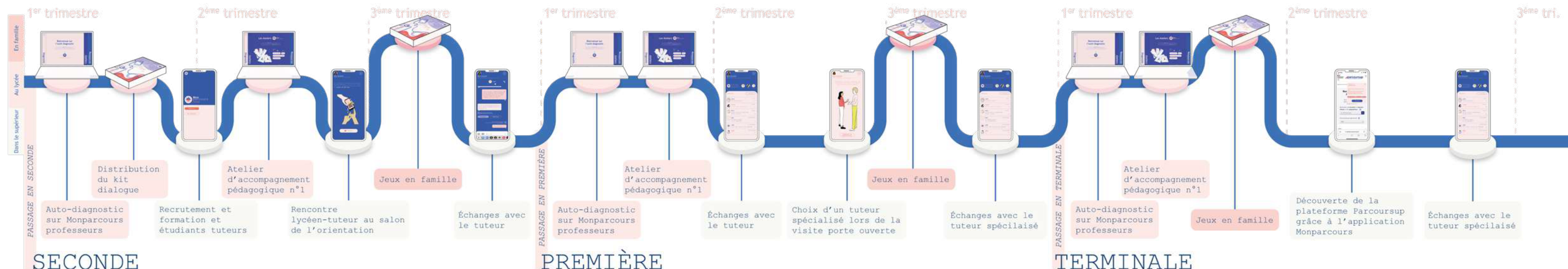
Launch & scale impact

MyPath was presented to a professional jury and received two awards. The project was also shared with key stakeholders, including the official in charge of Parcoursup and regional administrators. It comprises three family board games, classroom workshops, and a supporting app – all tested throughout the process and entirely designed, from content to pedagogical materials.

Main components and steps of MyPath community-supported program



Final user-journey



Countering misinformation

Analysis and evaluation of misinformation countermeasure interfaces in the context of the European Digital Services Act.

Problem

Misinformation will be the top global risk by 2028. This phenomenon is amplified by the growing importance of social media, undermining trust in institutions and the ability of states to ensure peace and public health while increasing polarization around the world.

Solution

My research takes a user-centered approach to examine how platform design influences individuals' propensity to share, correct, or report false information. Drawing on behavioral science, persuasive design, interaction design, and management science, I investigate the role of design in shaping online information behaviors.



Duration

2 years

Role

Research & Design

Process

Definition
Immersion
Implementation

Toolbox

Miro
Google Workspace
LimeSurvey
R & RStudio
X, Reddit, Instagram
LinkedIn
Zotero



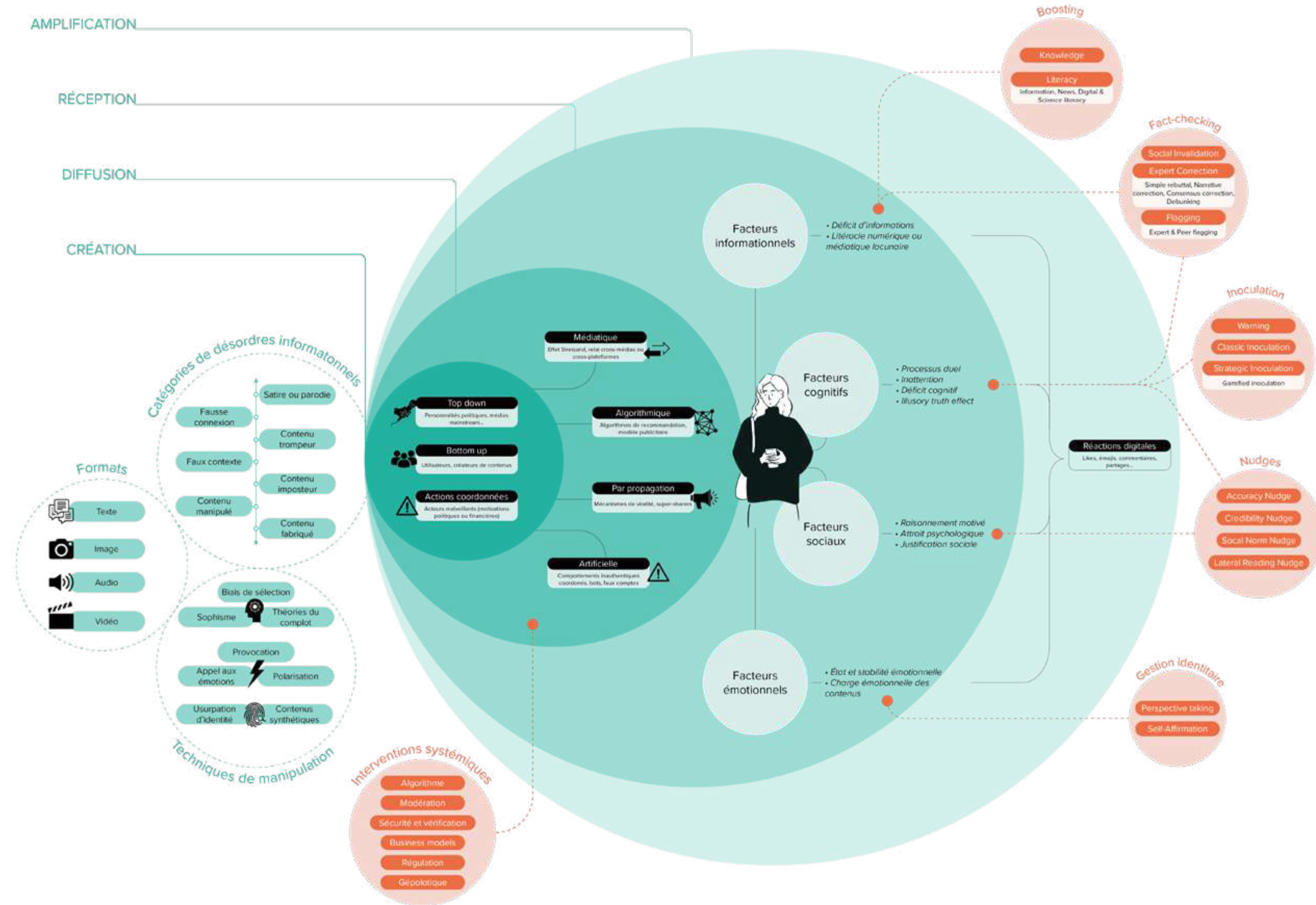
Definition

Frame & scope

The project was initially developed as a research initiative supported by the Good in Tech Chair, later joined by Institut Mines-Télécom and Paris-Saclay University. Through a literature review, I quickly identified a core challenge: the absence of any stable definition of misinformation and disinformation. This initial investigation resulted in conference presentations, an academic publication, and a scientific report – highlighting the limitations this lack of consensus poses for the implementation of the Digital Services Act.

- Literature review
- Systemic analysis
- Research questions
- Project Planning
- Ecosystem mapping

Diagram of misinformation diffusion mechanisms



Extract from the report «Understanding Information Disorders: a state of the art of mechanisms, vulnerabilities and responses in the digital information environment.»

[Download the report](#)



Immersion

Explore needs & uses

The second phase was twofold. The first focus examined countermeasures deployed on social media during the US presidential elections. Within the Good in Tech team, I initiated an exploratory monitoring initiative – collecting misinformation samples flagged by fact-checking networks daily, across two complementary databases. This allowed me to identify a wide range of countermeasures and inconsistencies in their enforcement.

Research protocol

Qualitative & quantitative user research

Hypothesis building & testing

Benchmarking analysis

	FACEBOOK	INSTAGRAM	THREADS	X	TIKTOK
Contenu supprimé					
Filtre					
Label					

Type de contre-mesures (Kozyreva and al. 2024)

Debunking and rebuttals Strategies aimed at dispelling misconceptions and countering false beliefs. Debunking involves offering corrective information to address a specific misconception. Rebuttals, particularly in the context of science denials, consist of presenting accurate facts related to a topic that has been inaccurately addressed (dispro rebuttals) or exposing the rhetorical tactics often employed to reject established scientific findings (technique rebuttals).	Warning and fact-checking labels Warning labels explicitly alert individuals to the possibility of being misled by a particular piece of information or its source. Fact-checking labels indicate the trustworthiness rating assigned to a piece of content by professional fact-checkers.	Friction Friction makes relevant processes slower or more effortful by design.	Social norms Social norms leverage social information (peer influence) to encourage people not to believe, endorse, or share misinformation.
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Interfaces de contre-mesures

Bandeaux

Un bandeau de texte est affiché sur l'image en haut ou en bas mais n'est pas visible par l'image.

Exemples

Selon le contenu du bandeau, une contre-mesure à différents types de contre-mesures: debunking and rebuttals, warning and fact-checking labels ou social norms.

Cette contre-mesure peut être appliquée à différents types de contre-mesures: debunking and rebuttals, warning and fact-checking labels ou social norms.

Section

Une section est un espace d'ajout de texte qui apparaît dans l'image avec un bouton de clic.

Exemples

Selon le contenu du bandeau, une contre-mesure à différents types de contre-mesures: debunking and rebuttals, warning and fact-checking labels ou social norms.

Cette contre-mesure peut être appliquée à différents types de contre-mesures: debunking and rebuttals, warning and fact-checking labels ou social norms.

Filtre

Un filtre est un espace d'ajout de texte qui est appliqué sur une image pour obtenir le résultat.

Exemples

Cette interface de contre-mesure repose sur la friction par une application de l'interface de contre-mesure.

En addition, selon le contenu du bandeau, une contre-mesure à différents types de contre-mesures: debunking and rebuttals, warning and fact-checking labels ou social norms.

Dans cette interface de contre-mesure, il y a une réduction de 20% de la visibilité de l'image.

Postes de recherche

Notes complémentaires: le caractère émoji, l'efficacité de ces mesures d'atténuation sur la visibilité de ces posts (likes, commentaires).

Temps	12:05	12:06	12:07	12:08
Views	47890	47890	47890	47890
Reactions	1845	1845	1845	1845
Comments	870	870	870	870
Shares	1845	1845	1845	1845
Reactions	1845	1845	1845	1845
Comments	870	870	870	870
Shares	1845	1845	1845	1845
Reactions	1845	1845	1845	1845
Comments	870	870	870	870
Shares	1845	1845	1845	1845

Observation: une réduction de 20% de la visibilité de ces posts entraîne une réduction de 20% de la visibilité de ces posts (likes, commentaires).

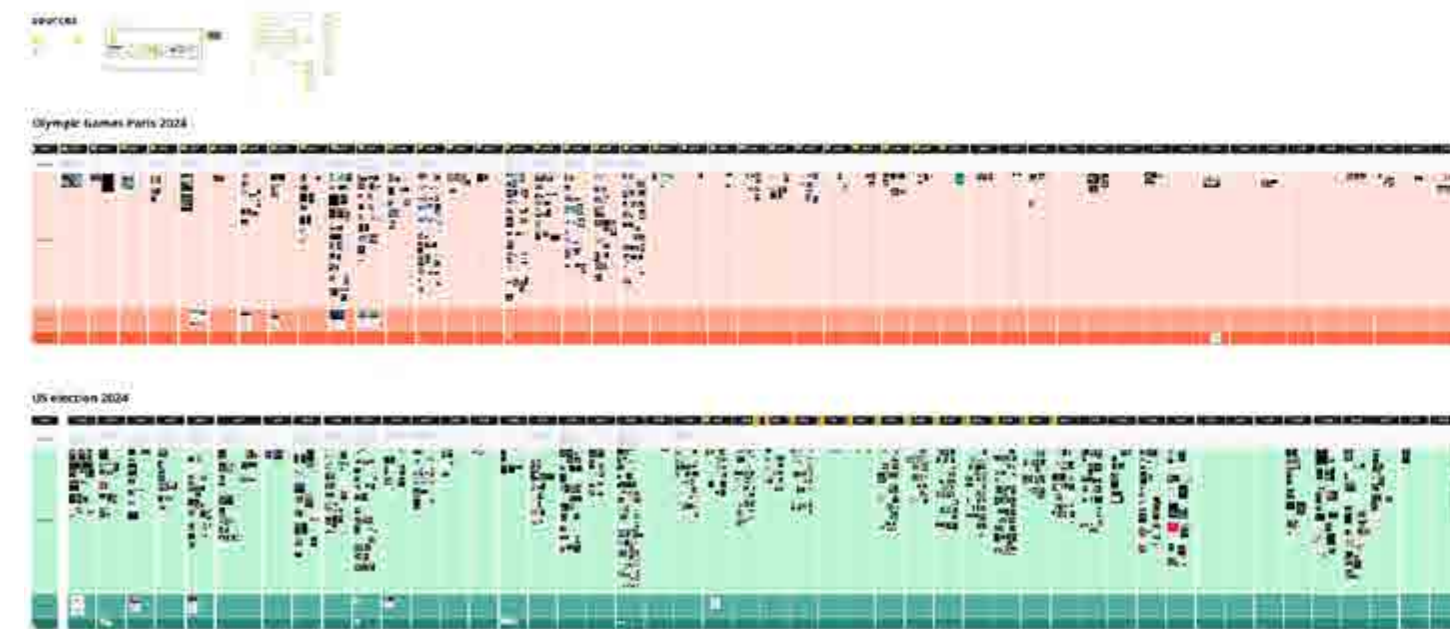
Réduction de 20%

Réduction de 40%

Réduction de 60%

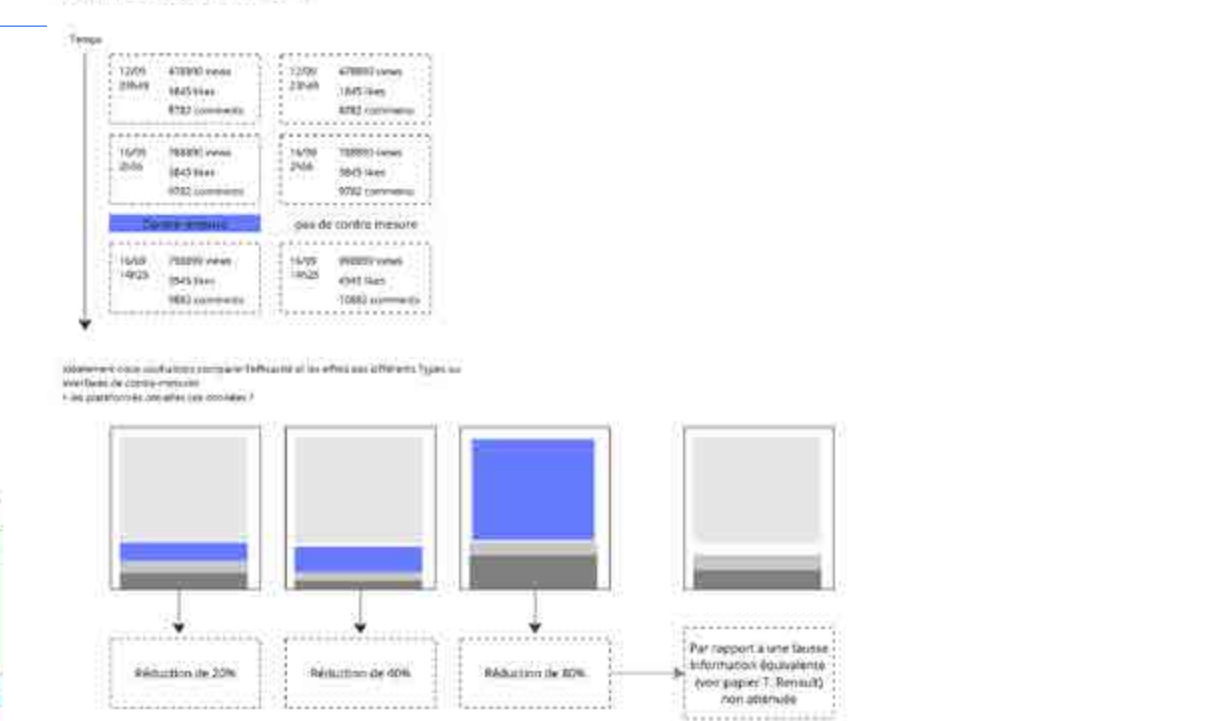
Par rapport à une interface d'information équivalente (voir page 7). Résultats non atteints.

Frise désinformation JOPs & US election 2024



Timeline of misinformation surrounding the Paris Olympics and the U.S. elections

Typology of interfaces for the countering of misinformation



Immersion

Explore needs & uses

Through a literature review and an original mapping of the user journey, I identified a key gap: while research explains that Community Notes underperforms due to algorithmic requirements and insufficient engagement in note rating, little is known about why engagement drops at the note rating stage. To address this, I developed a behavioral model grounded in Social Cognitive Theory (SCT), combining interface analysis and a quantitative survey to investigate the drivers of this systemic disengagement.

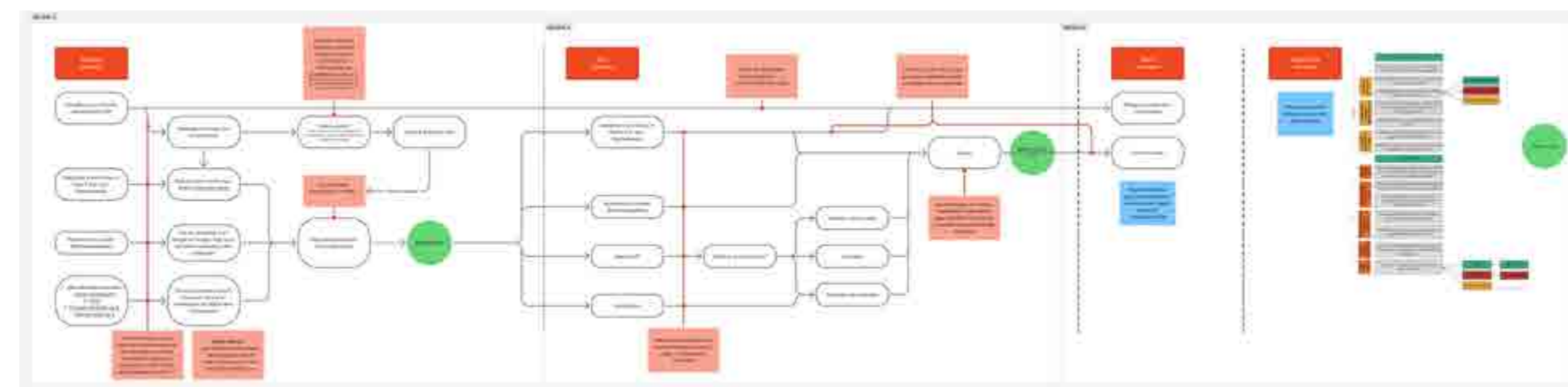
Literature review

Qualitative & quantitative user research

Survey design

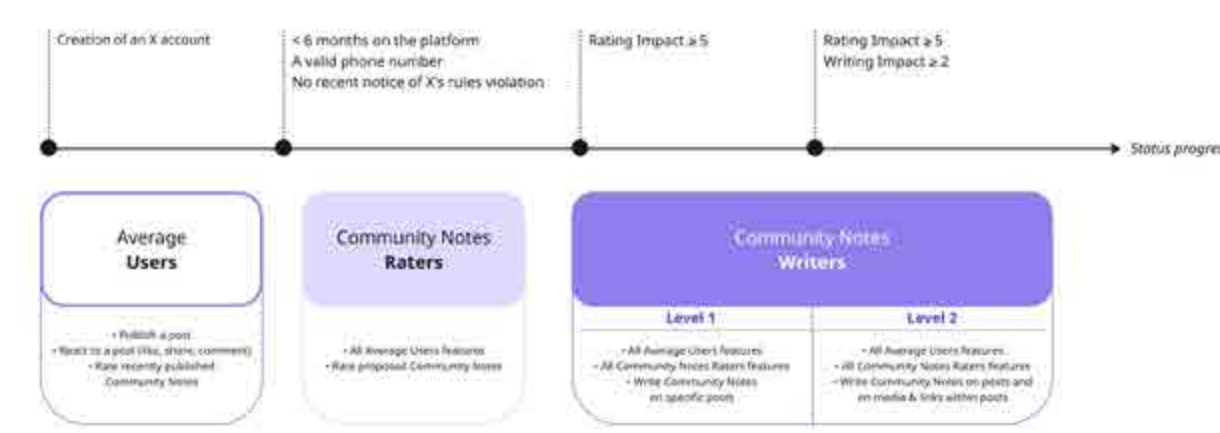
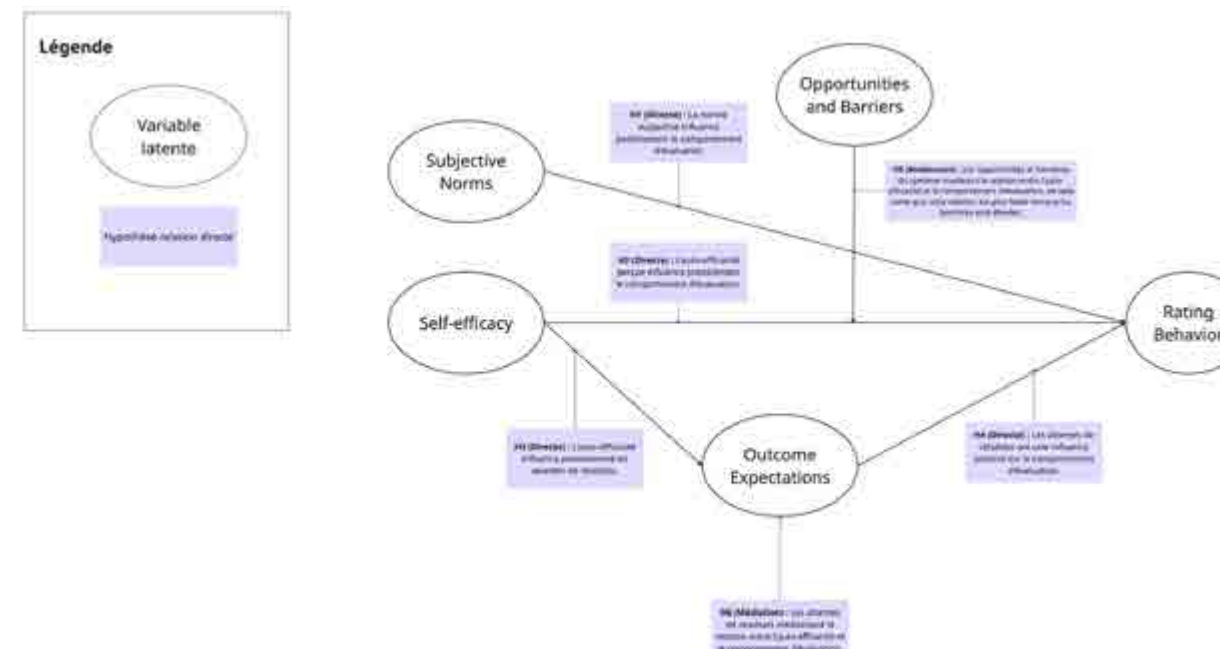
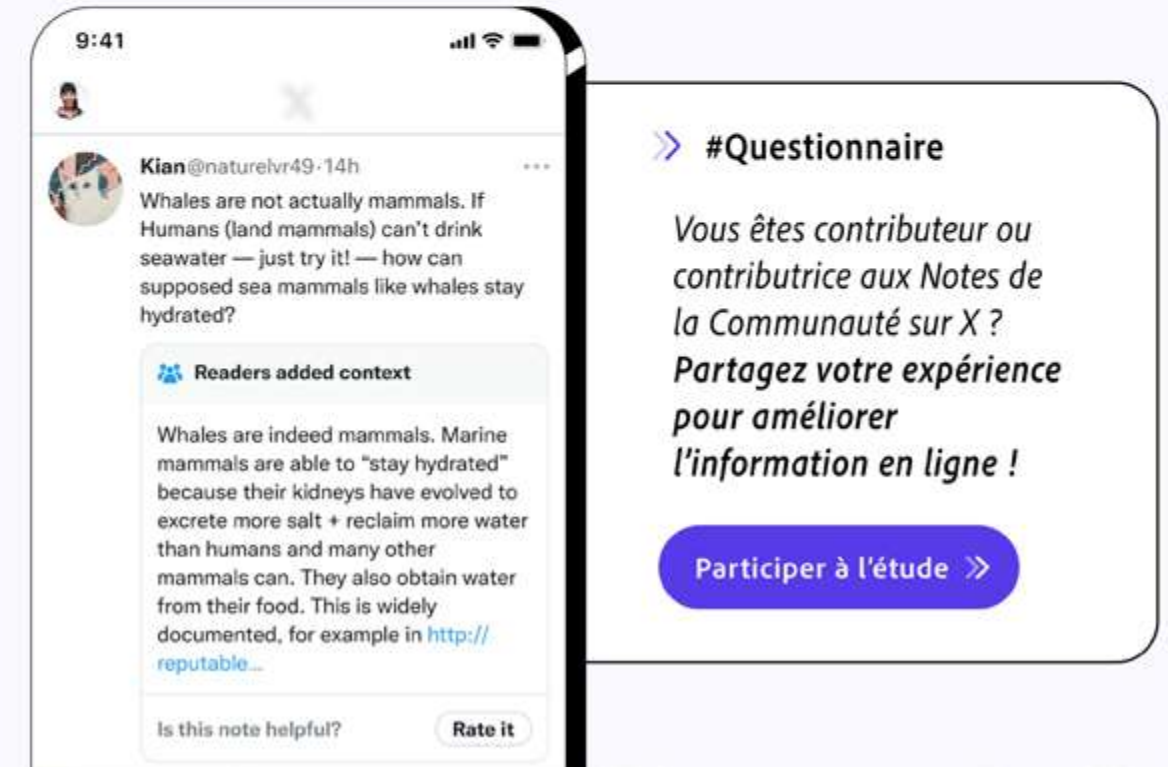
Design levers identification

Community Notes user journey



From top to bottom: promotional material for the Community Notes survey; theoretical framework modeling contributor rating behavior; typology of contributor engagement levels.

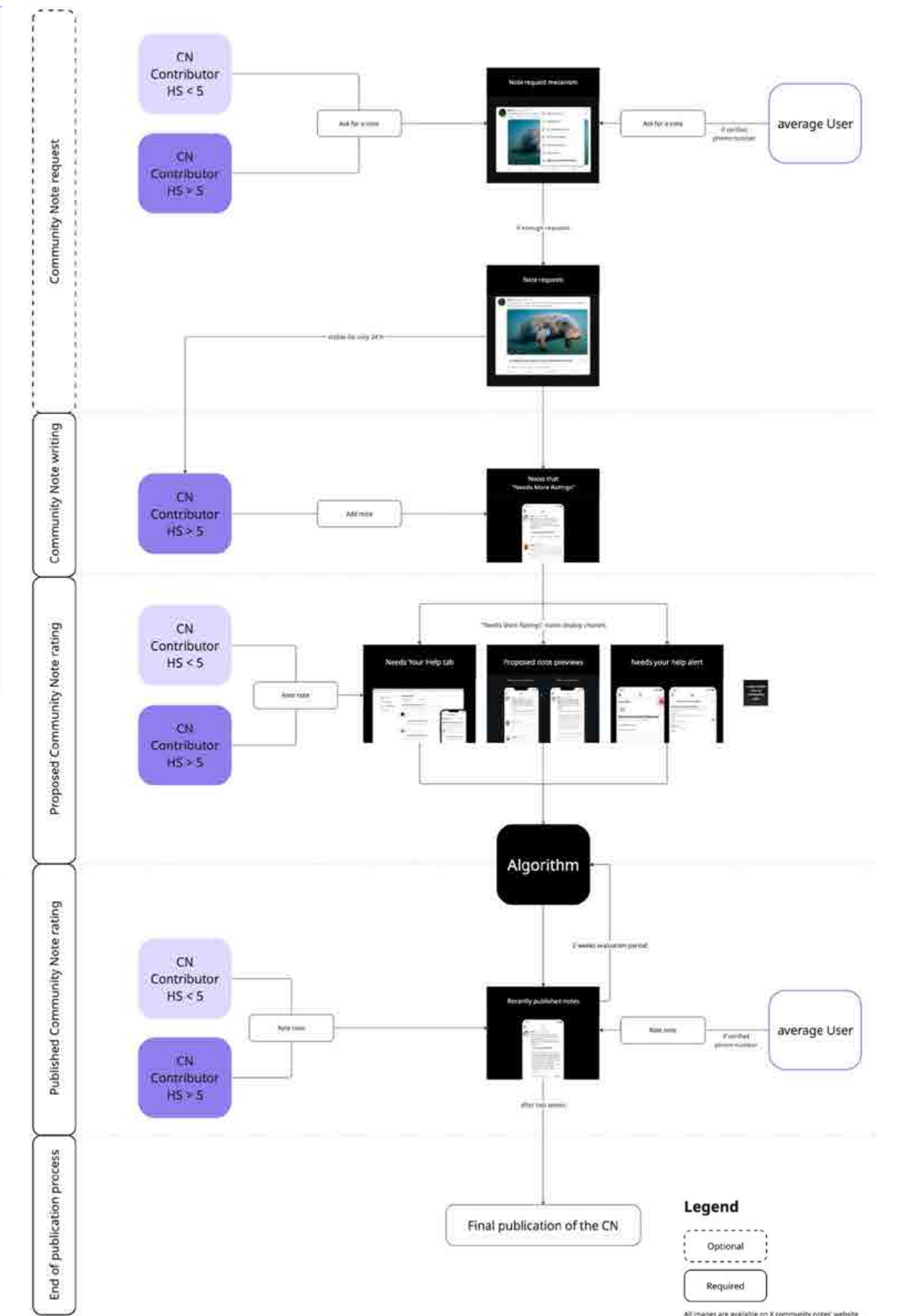
Sondage Notes de la Communauté sur X



Definition

Immersion

Implementation



All images are available on X community notes' website

Implementation

Launch & scale impact

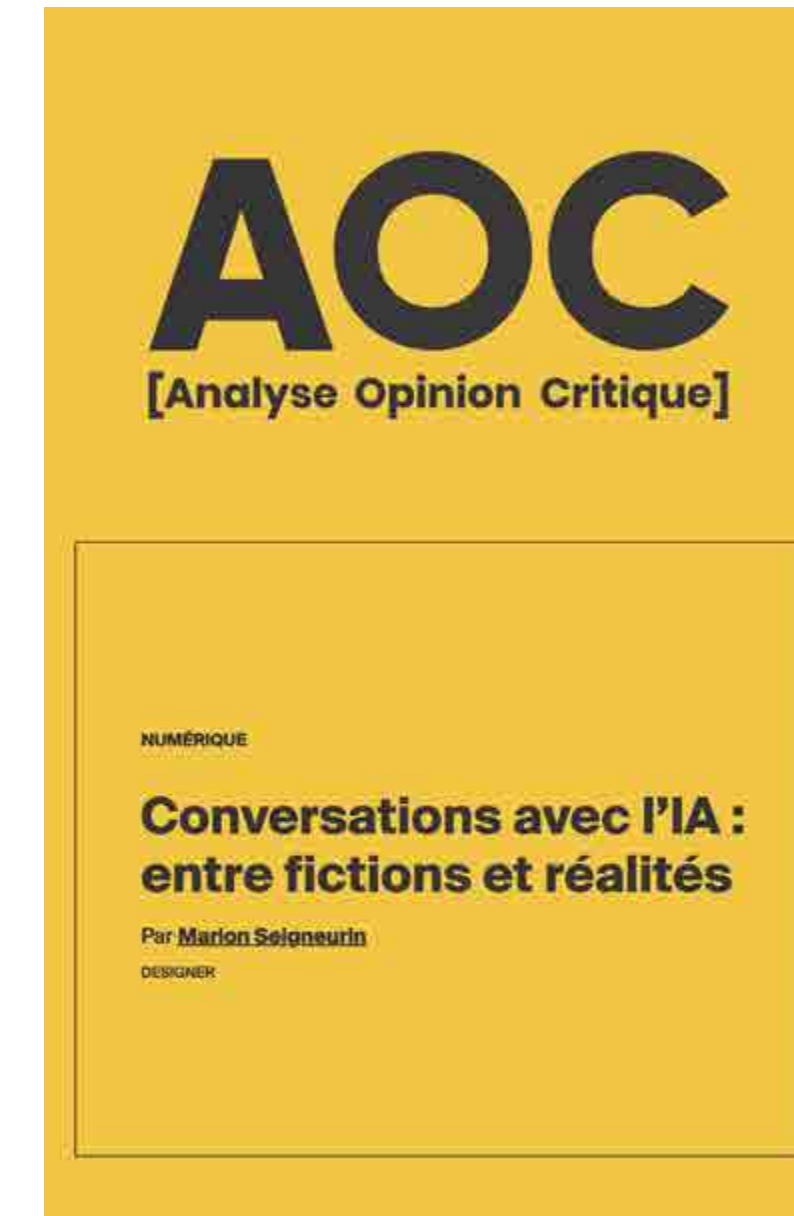
I disseminate my research through articles, opinion pieces, and popular science writing, contributing to debates on artificial intelligence, misinformation, and management. Alongside this work, I managed the Good in Tech LinkedIn community for 18 months, growing it from 500 to over 2,000 followers. I fostered discussions on emerging technologies and social issues, thereby enhancing community engagement and promoting interdisciplinary dialogue.



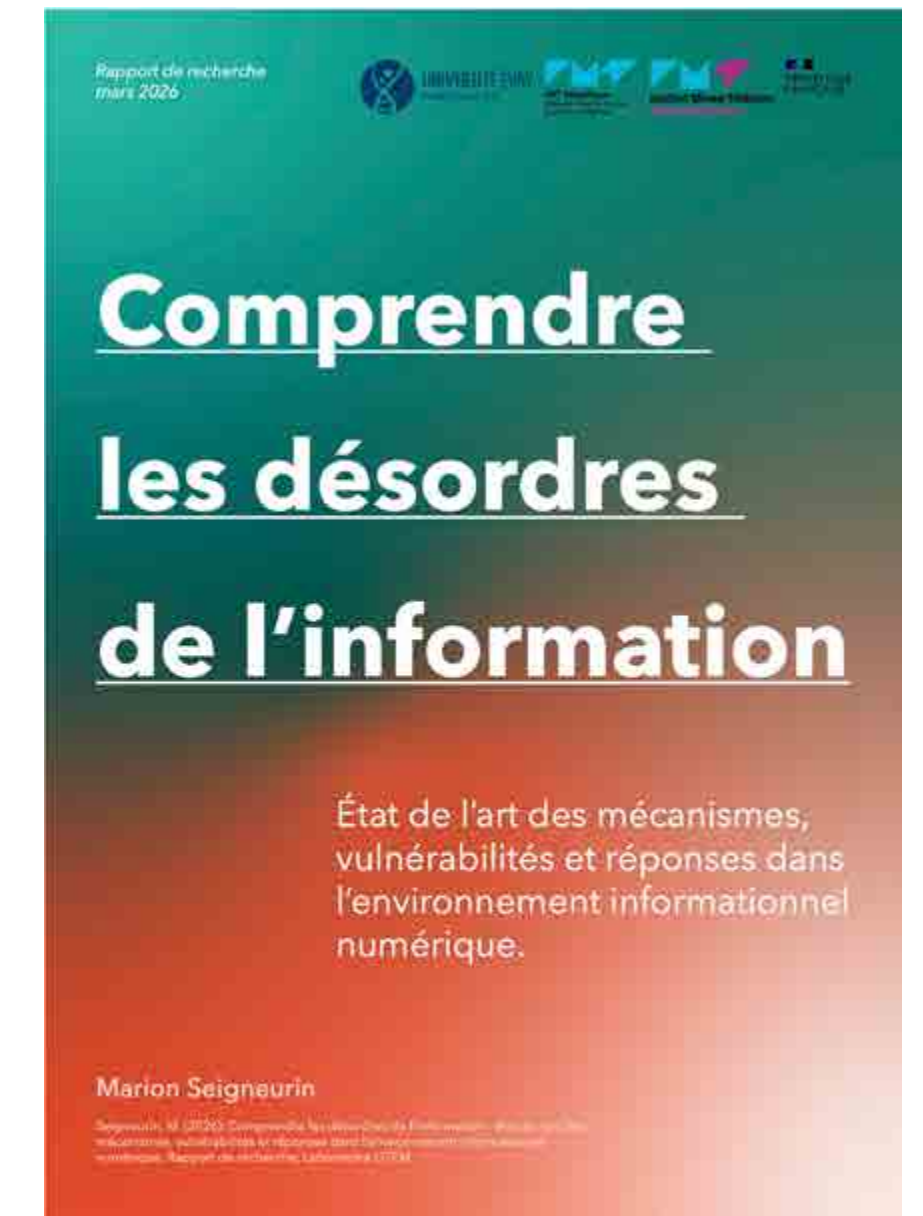
Seigneurin, M., Balagué, C., & Lyubareva, I. (2025). Navigating misinformation and disinformation: How definition ambiguity limits the DSA's implementation. *European Journal of Communication*, 40(6), 619-646. (Original work published 2025)



Seigneurin, M. (2026, 11 janvier). La vérification de l'information par chatbot interposé renforce, à terme, la polarisation de nos sociétés. *Le Monde*.



Seigneurin, M. (2025, 27 juin). Conversations avec l'IA : entre fictions et réalités. *AOC*.



Seigneurin, M. (2026). Comprendre les désordres de l'information : état de l'art des mécanismes, vulnérabilités et réponses dans l'environnement informationnel numérique. *Rapport de recherche, Laboratoire LITEM*

Scientific communication

Academic publishing

Community management

Social media post for the Good in Tech Chair



Citizens' conventions

Reimagining civic participation

Problem

Public decision-making rarely involves the people it affects. Working with design studio Vraiment Vraiment, we asked a simple question: what would governance look like if citizens were genuinely part of the process?

Solution

The Citizen Conventions Facilitator's Kit is designed for public decision-makers and their operational teams. It facilitates the implementation of citizen conventions across different scales of space, time, and trust and serves as an entry point into democratic participation processes.



Duration

6 months teamwork

Role

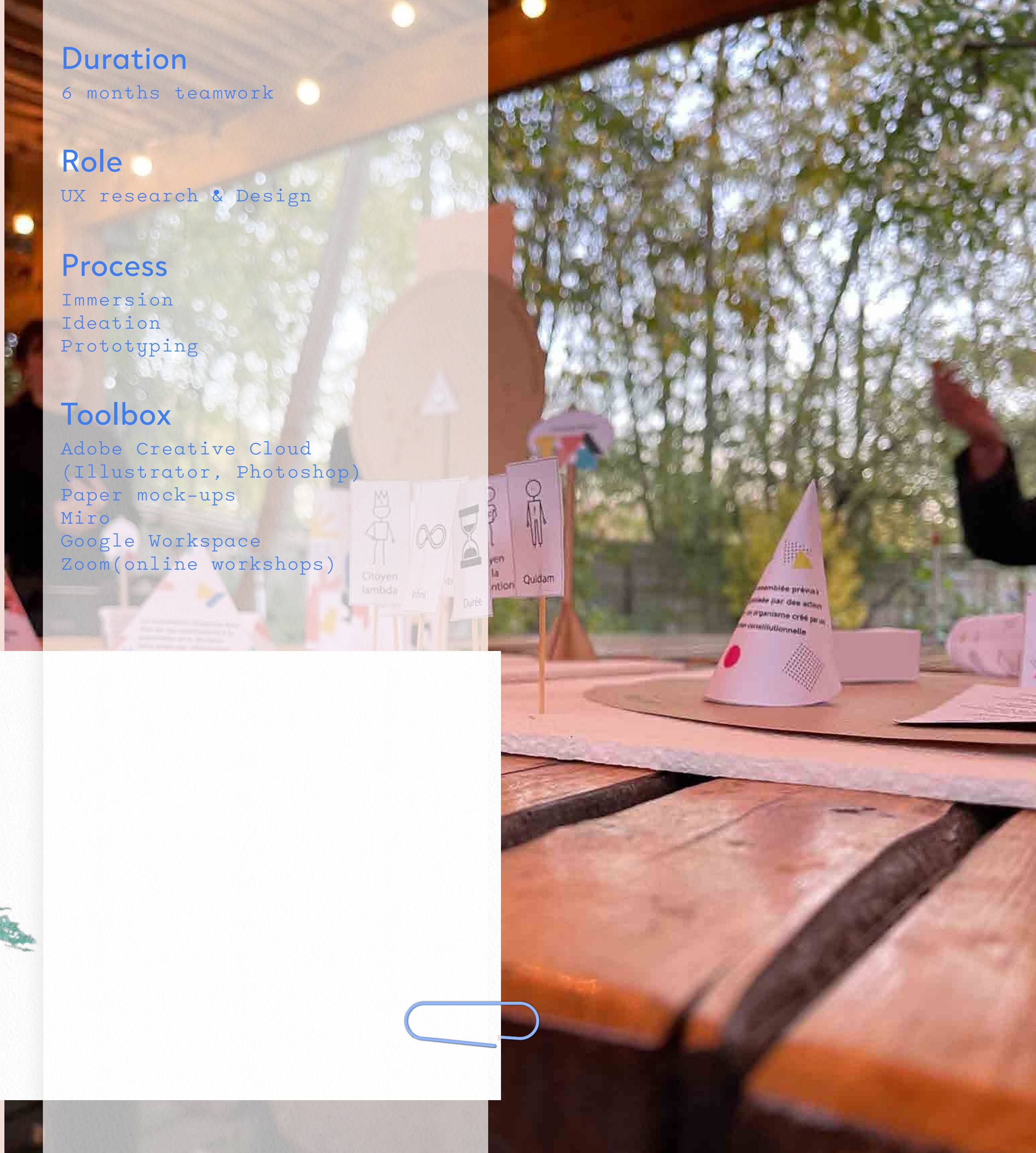
UX research & Design

Process

Immersion
Ideation
Prototyping

Toolbox

Adobe Creative Cloud
(Illustrator, Photoshop)
Paper mock-ups
Miro
Google Workspace
Zoom(online workshops)



Study visits to iconic sites of civic engagement and preliminary interviews with key stakeholders

Immersion

Explore needs & uses

We began the research by conducting a global benchmarking of citizen conventions. In this section, we examined how participatory processes have been designed and implemented across different countries and governance levels. An extensive interview campaign was also conducted to surface the full range of expectations, tensions, and practices surrounding citizen involvement in public decision-making.

Research protocol

Qualitative user research

Expert interviews

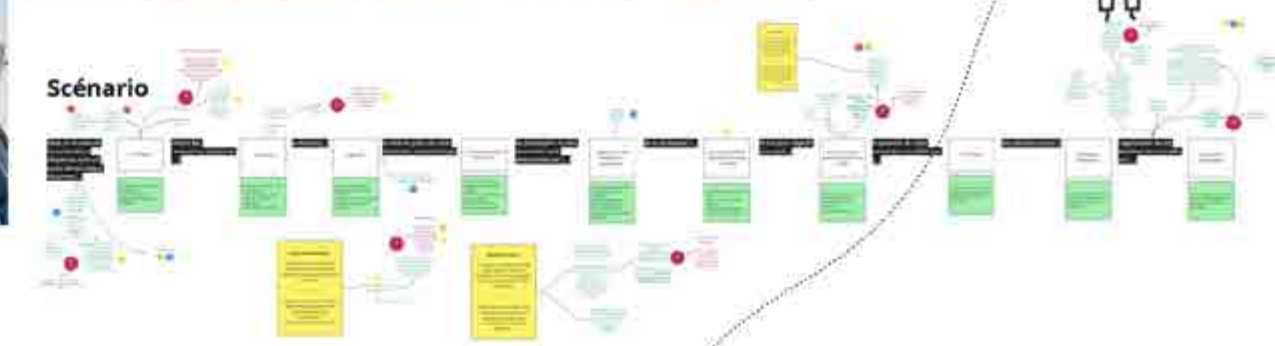
Benchmarking analysis



Nos balades démocratique



Création d'un scénario



Cartographie & nouveau modèle d'enquête



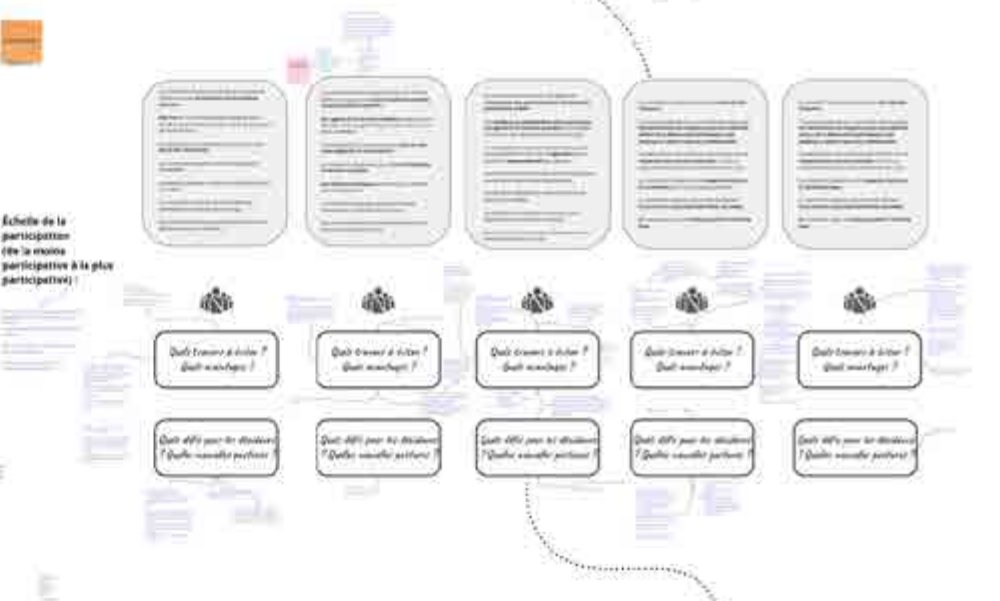
Défi
Comment évaluer de cet aspect de l'impact de la convention citoyenne ?
• Quel sera alors son rôle ?
• Quelles formes aura-t-elle ?
• Qui sera impliqués ?

Dans un monde où les conventions citoyennes sont un levier démocratique récurrent...	A. Émergence du besoin de conventions citoyennes	C. Sujet de la convention citoyenne	D. Légitimité de la décision et du rôle	E. Confiance dans la forme de décision participative utilisée
Adjectifs :		Adjectifs :	Adjectifs :	Adjectifs :



Les modèles de conventions

Défi
Comment évaluer de cet aspect de l'impact de la convention citoyenne ?
• Quel sera alors son rôle ?
• Quelles formes aura-t-elle ?
• Qui sera impliqués ?



Expert interview & theoretical models of citizens' conventions

Ideation

Generate ideas & spark reactions

To make an abstract subject tangible, we translated four visions of citizen participation into concrete models – consultative, deliberative, direct, and autonomous. These proposals were presented to key stakeholders and designers working on adjacent challenges. This allowed us to ground the conversation, identify tensions, and determine which configurations could realistically enable democratic participation.

Problem formulation

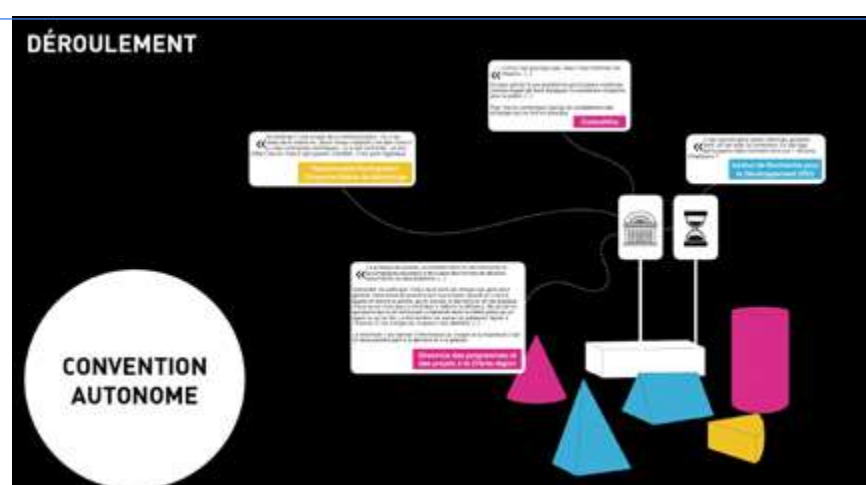
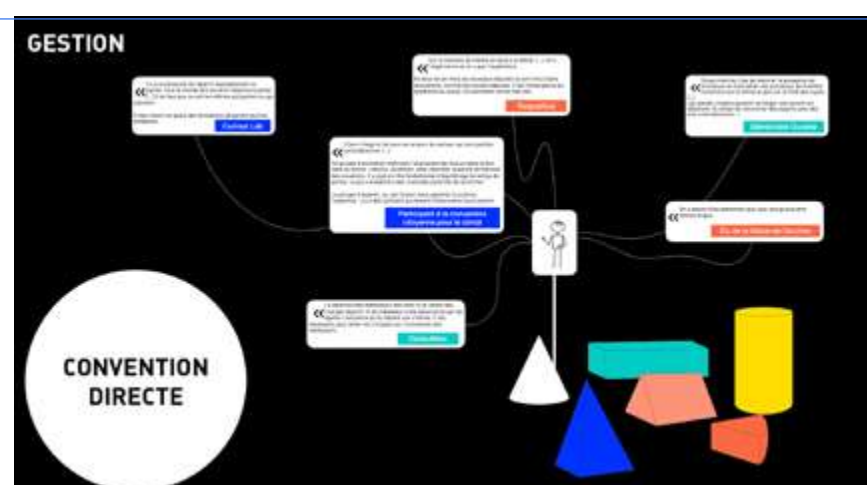
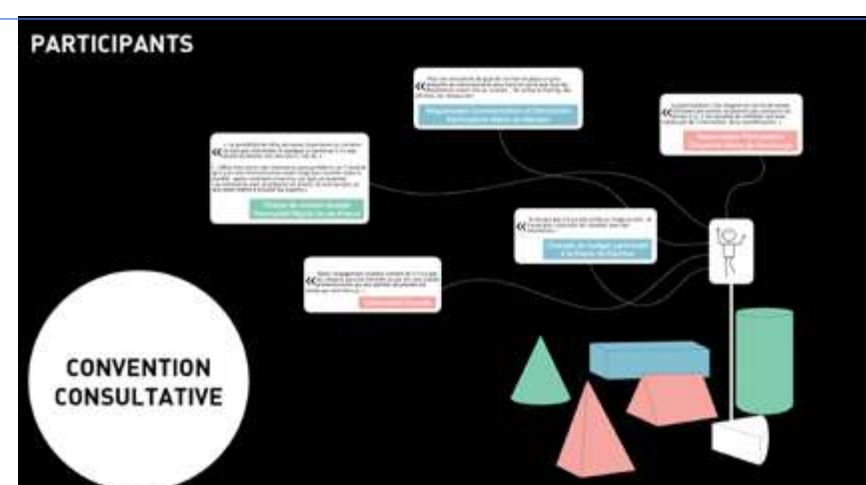
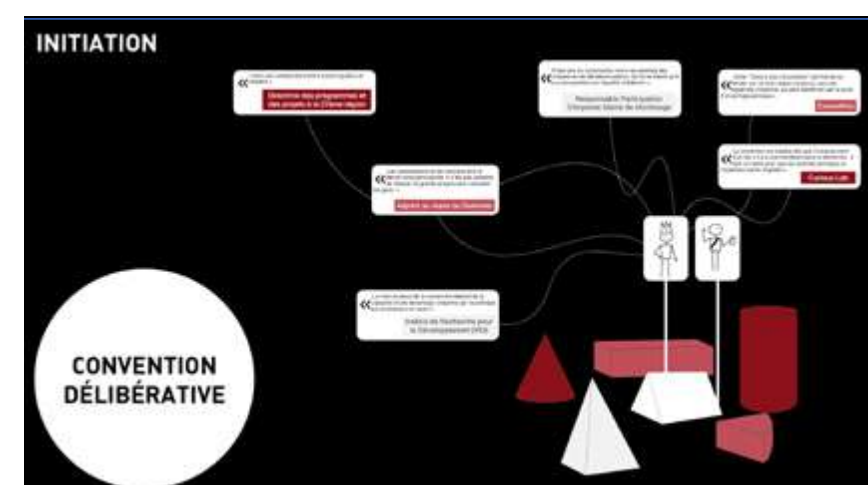
Hypothesis building

Co-design workshop

Concept sketching



Open-air co-design workshop



Extract from the citizen conventions presentation deck

Prototyping

Test & refine

The project culminated in a proof-of-concept: a Facilitator's Kit containing nearly 70 proposals for involving citizens in public decision-making. It is organized into four contextual categories and designed to operate across different scales of space, time, and trust. The kit is intended to provide a solid foundation, ready for testing and adaptable across different contexts, for institutional partners.

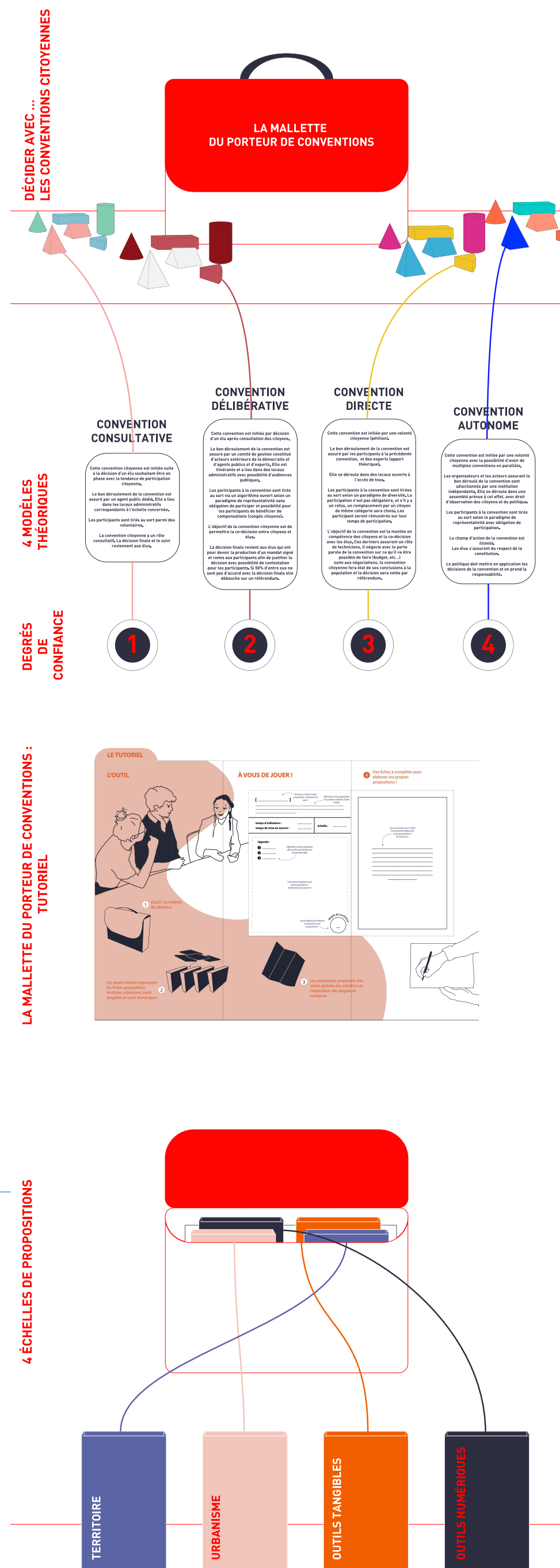
Hypothesis testing

Proof of concept

Low-fidelity mock-up

Iterative testing

Project's creative process



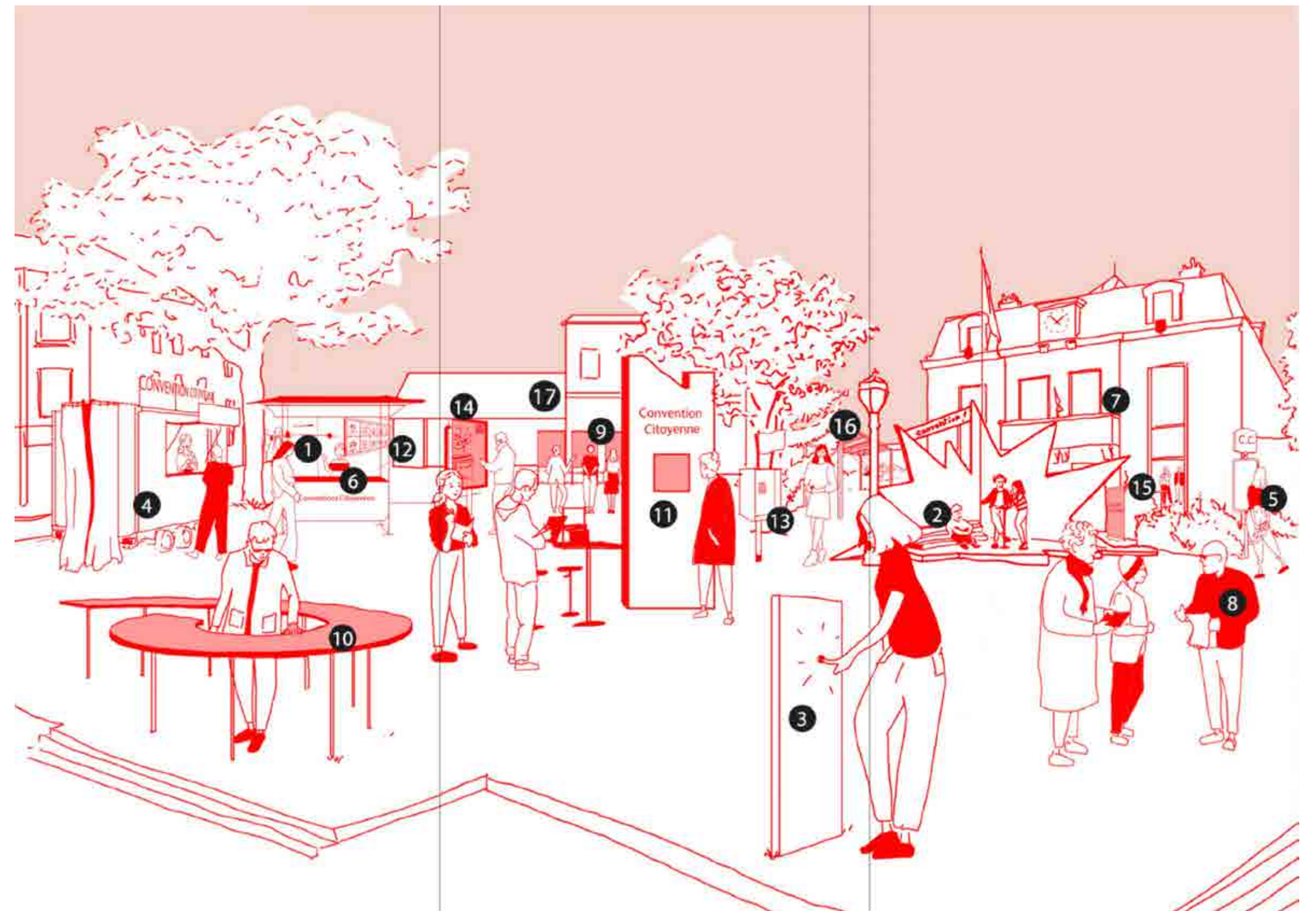
Immersion

The Citizen Conventions Facilitator's Kit and its four overviews



Ideation

Prototyping



Symmetry of attention

Participatory rehabilitation of social housing and renovation of the main courtroom at the Metz court

Problem

Renovation projects are often driven by technical and budgetary constraints. In the context of social housing and public institutions, users' actual experience is often a secondary consideration.

Solution

As a designer at Vraiment Vraiment, I worked on two user participation projects applying a user-centered approach to the renovation of spaces with complex social dynamics. In both cases, the process combined deep field immersion, co-design with diverse stakeholders, and iterative prototyping to produce recommendations grounded in lived experience.



Duration

6 months

Role

UX research & Design

Process

Immersion
Ideation
Prototyping
Implementation

Toolbox

Adobe Creative Cloud
(Illustrator, Photoshop)
Paper mock-ups
Google Workspace
Furniture design & installation



Charles Hermite Social Housing

Testing temporary uses

By establishing a lasting presence on site – occupying a dedicated, open space within the complex – we built trust with residents over time. Through repeated immersions and informal exchanges, we translated unmet needs into concrete proposals: spaces for community associations, water play features for children, and rain curtain structures for summer heat. The project also included the installation of active design structures in the context of the Paris 2024 Olympic Games.

Hypothesis testing

Proof of concept

Low-fidelity mock-up

Iterative testing

End-to-end ideation, 3D prototyping, and implementation of an interactive design structure featuring a water game

Immersion

Ideation

Prototyping

Implementation



The Chamel, a portable water structure prototype for testing water play installations on site

Metz Courthouse

Reconciling everyday uses

The first public initiative in France to integrate design expertise into courthouse renovation, this project required reconciling the needs of very different users – legal professionals and defendants, occasional visitors and daily workers alike. Through on-site immersions and co-design workshops with the Metz courthouse team, we translated these often conflicting expectations into a coherent spatial proposal, developed in collaboration with MUDO Architecture and the Nancy real estate department.

Qualitative user research

Co-design workshop

Proof of concept

Iterative testing

[Read Vraiment Vraiment's article](#)

From left to right: dismantling and preservation of original furniture, co-design workshop with stakeholders, and final proposal for the courtroom

Mapping of conflicting uses around the courtroom

Information panels guiding courtroom users



Diagnostic des usages près de la Salle 26



Tomorrow together

A human take on retirement savings

Problem

Retirement savings products are often perceived as complex, impersonal, and disconnected from people's lives, which hinders adoption. This project was commissioned by Matmut to address the following challenge: how can retirement savings be presented in a more human and relatable way?

Solution

Through field research, user profiling, and speculative design, we developed a community-based savings model built around shared interests and intergenerational exchange, turning a financial product into a collective life project.



Duration

Master thesis: a year
Diploma project: 6 months

Role

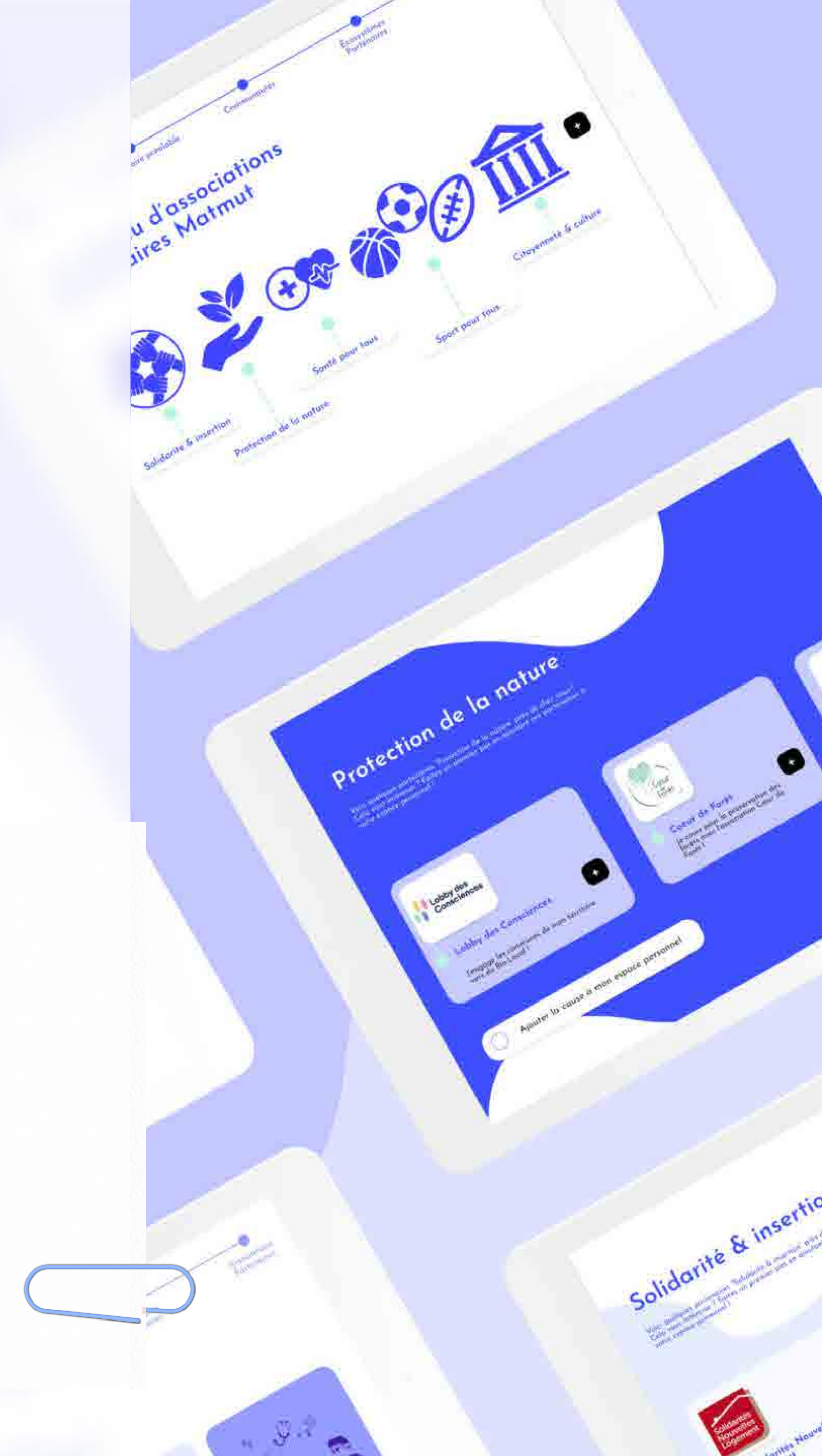
Research & Design

Process

Definition
Immersion
Ideation
Prototyping

Toolbox

Figma
Adobe Creative Cloud
(Illustrator, Indesign)



Definition

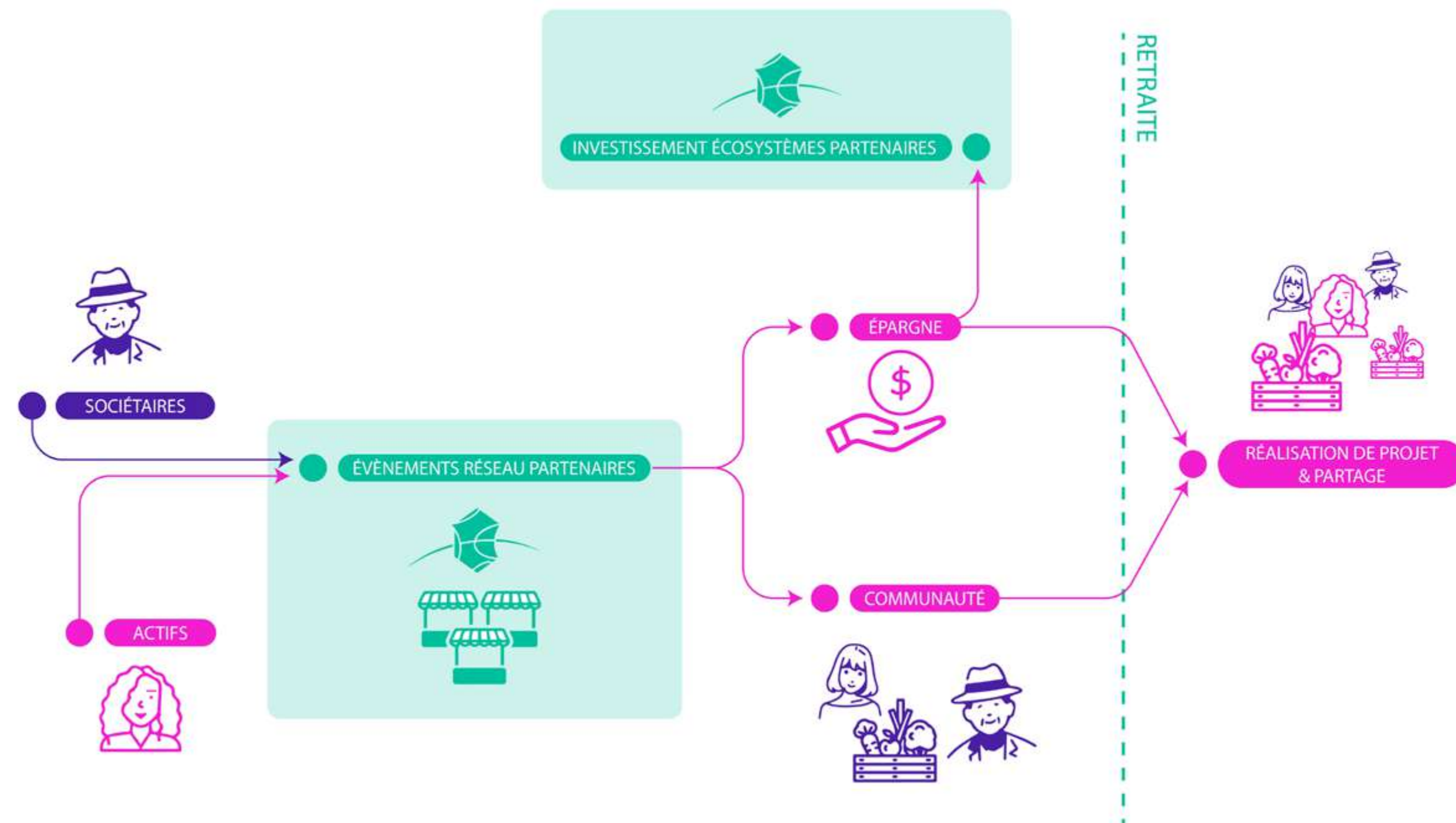
Frame & scope

We began by mapping Matmut's existing retirement savings customer journey, tracing every touchpoint from first contact to active saving. This allowed us to identify where the experience felt opaque, impersonal, or disconnected, and to frame the design challenge more precisely.

Systemic analysis

Research questions

Ecosystem mapping



Immersion

Explore needs & uses

To ground the project in real experiences, we conducted interviews and ran card-based discussion sessions at a seniors' trade fair. We chose a setting where retirement is a lived, immediate concern rather than an abstract one. This allowed us to identify five distinct saver profiles, which we grouped into four communities of practice based on shared values and interests.

Research protocol

Qualitative user research

Benchmarking analysis



Ideation

Generate ideas & spark reactions

Rather than designing a single product, we built an ecosystem of offers tailored to each community, where savings are tied to meaningful personal projects. The central lever was intergenerational exchange: younger savers contribute to and benefit from communities shaped by those who came before them, creating a sense of continuity and shared purpose.

Problem formulation

Creative brainstorming

Concept sketching

Saver personas

PLAN ÉPARGNE RETRAITE

Prévoir les risques, adapter son logement
Gérer son patrimoine, sa succession

Santé & patrimoine

PLAN ÉPARGNE RETRAITE

Construire une nouvelle vie active professionnelle

Reseau professionnel

PLAN ÉPARGNE RETRAITE

Construire une nouvelle vie active, s'engager, faire des rencontres, tisser des liens

Reseau associatif

PLAN ÉPARGNE RETRAITE

S'évader, se divertir: partir en voyage, s'accorder des temps de loisirs

Evasion & voyage

Definition

Immersion

Ideation

Prototyping

Les prudents

Il s'agit surtout de couvrir les dépenses de consommation et de couvrir

L'objectif d'un PER selon eux

Prévoir les risques, prendre en charge sa santé soigneusement
Prendre son cadre de vie, adapter son logement
Gérer son patrimoine, sa fiscalité, assurer sa succession

Leur vision de la retraite

Santé, fiscalité, sécurité

Communauté : famille, amis
Épargne : très familial

Les entrepreneurs

Entrent par une vie professionnelle d'active, ils ne tentent pas particulièrement à épargner et ne voient pas la retraite arriver. Malgré tout, la forte demande de ressources pousse leur permettre d'accomplir leur projet.

L'objectif d'un PER selon eux

Construire une nouvelle vie active professionnelle

Leur vision de la retraite

Projet entrepreneurial
Indépendance financière

Communauté : large
Épargne : peu familial

Les engagés

Qui fait de leur vie des lieux de rencontres reconnus et vivants, les jeunes vont à la recherche d'un lieu associatif ? Épargner ne les inspire pas, mais ils n'en font pas vraiment leur priorité.

L'objectif d'un PER selon eux

Construire une nouvelle vie active, s'engager, faire des rencontres, tisser des liens

Leur vision de la retraite

Mauvilles réduites
Engagement
Partage des savoirs et du temps libre

Communauté : large
Épargne : moyennement familial

Les tranquilles

Qu'il se soit la retraite ou le passé bien mérité ? Les tranquilles veulent épargner comme une manière de vivre une vie sereine, paisible, mais ils ne font pas vraiment leur priorité.

L'objectif d'un PER selon eux

Prendre soin de soi, assurer son bien-être, avoir une vie confortable

Leur vision de la retraite

Temps pour soi
Activités bien-être, sport, activités nouvelles
Famille

Communauté : famille, amis
Épargne : moyennement familial

Les rêveurs

Ils y pensent depuis longtemps et ont épargné dans ce but : un tour du monde, une nouvelle vie au soleil, la découverte d'un mode de vie différent. Le moment est adéquat et le rêve s'est construit tout au long de l'épargne.

L'objectif d'un PER selon eux :

S'évader, se divertir, partir en voyage et s'accorder des temps de loisirs

Leur vision de la retraite :

Decouverte de nouveaux horizons
S'échapper d'une routine

Communauté : famille, amis
Épargne : très familial

Prototyping

Test & refine

The concept was developed into a series of low-fidelity prototypes illustrating how the community model could work in practice – including scenario walkthroughs and speculative service blueprints. As an exploratory project for Matmut, the goal was to open possibilities rather than deliver a finished product.

Proof of concept

Digital mock-up

Iterative testing

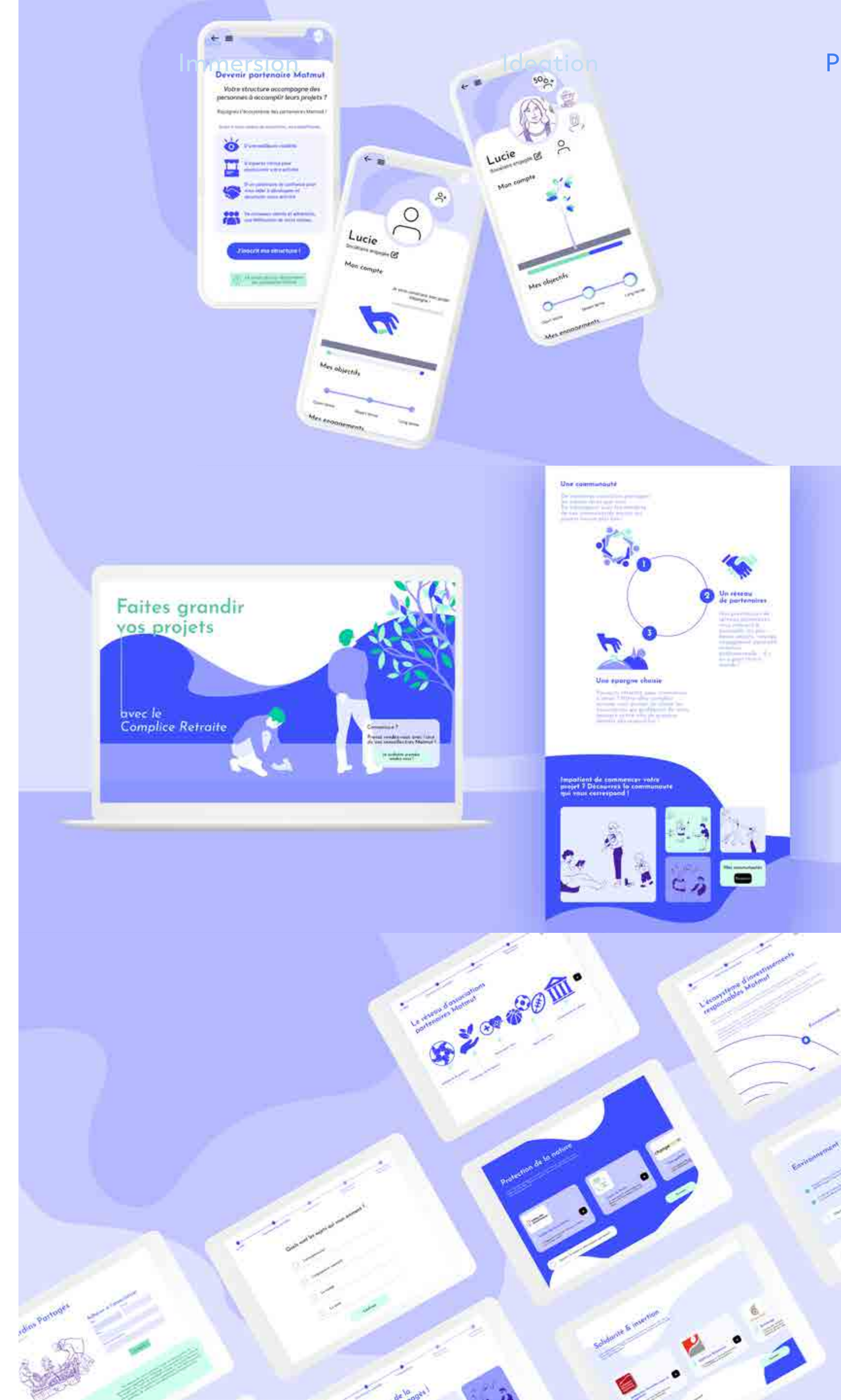


Definition

Immersion

Ideation

Prototyping



Drawing



Teaching

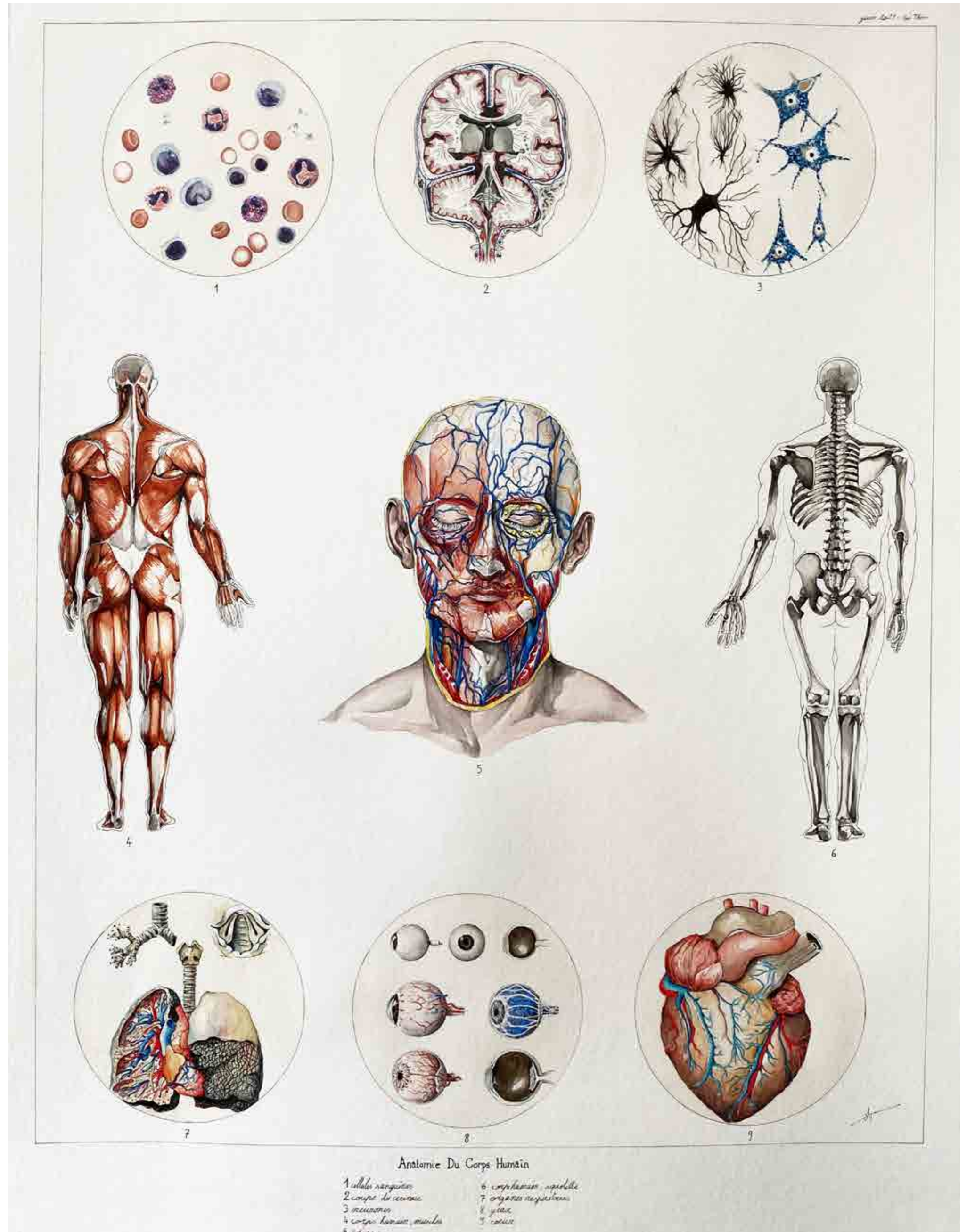
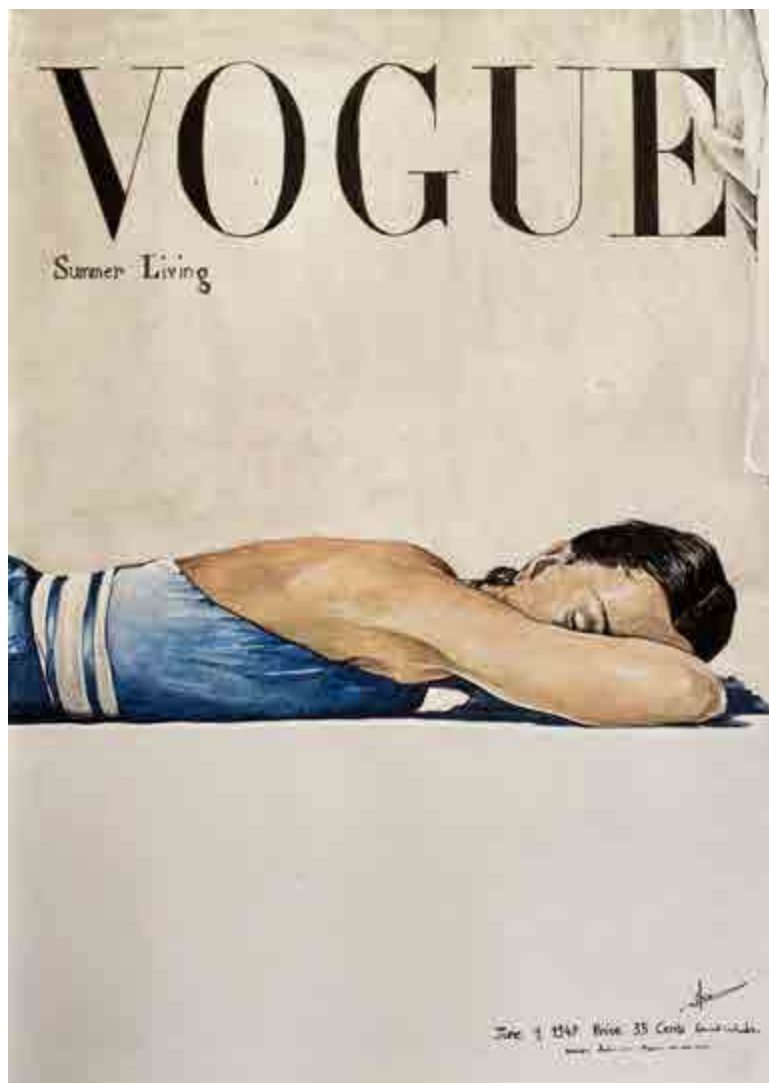


Research and design are what I do.
Drawing & teaching are how I stay sharp.



Drawing

Drawing is how I think. From early research sketches to final deliverables, visual thinking helps me map complexity, surface patterns, and communicate ideas before they are fully formed.

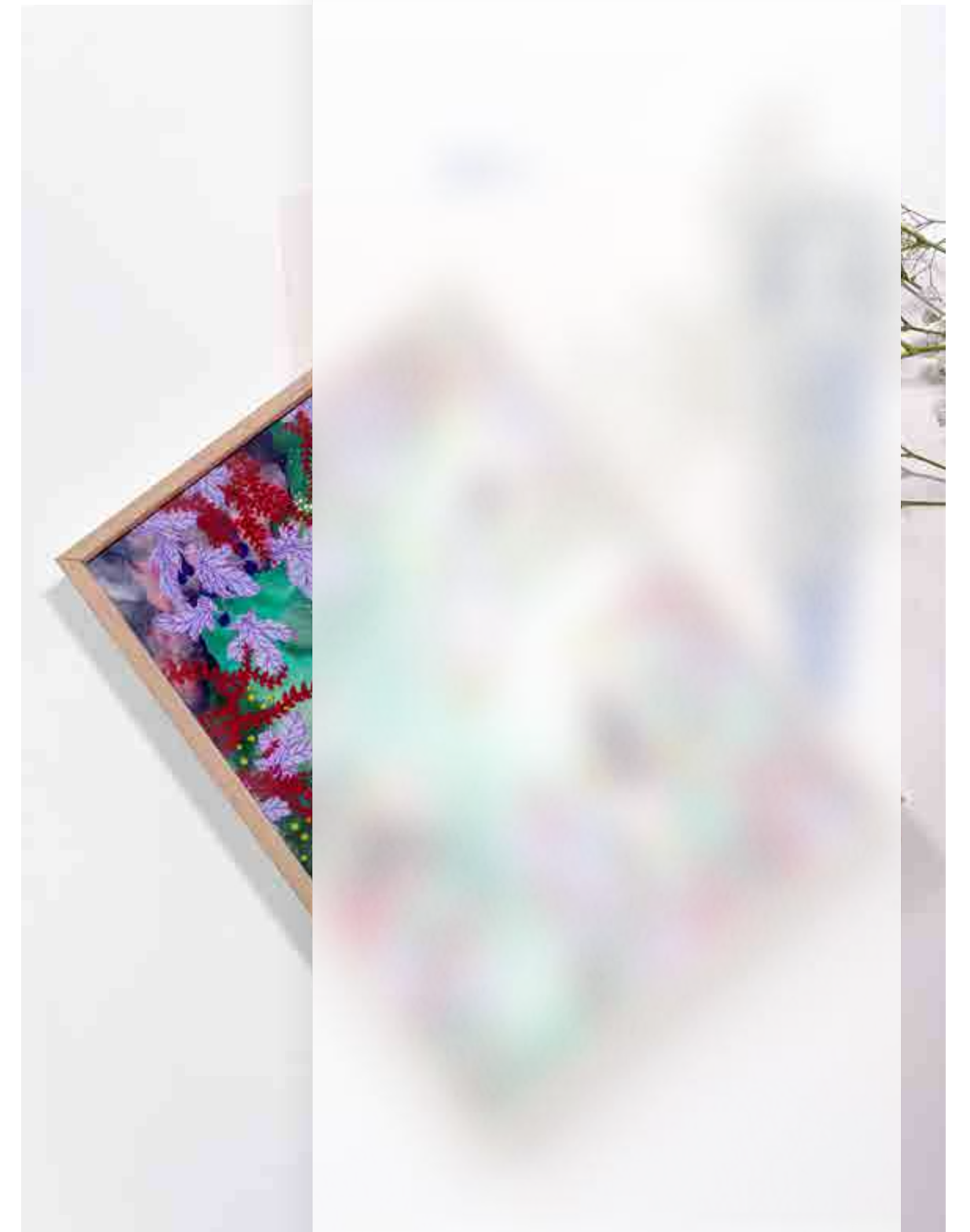


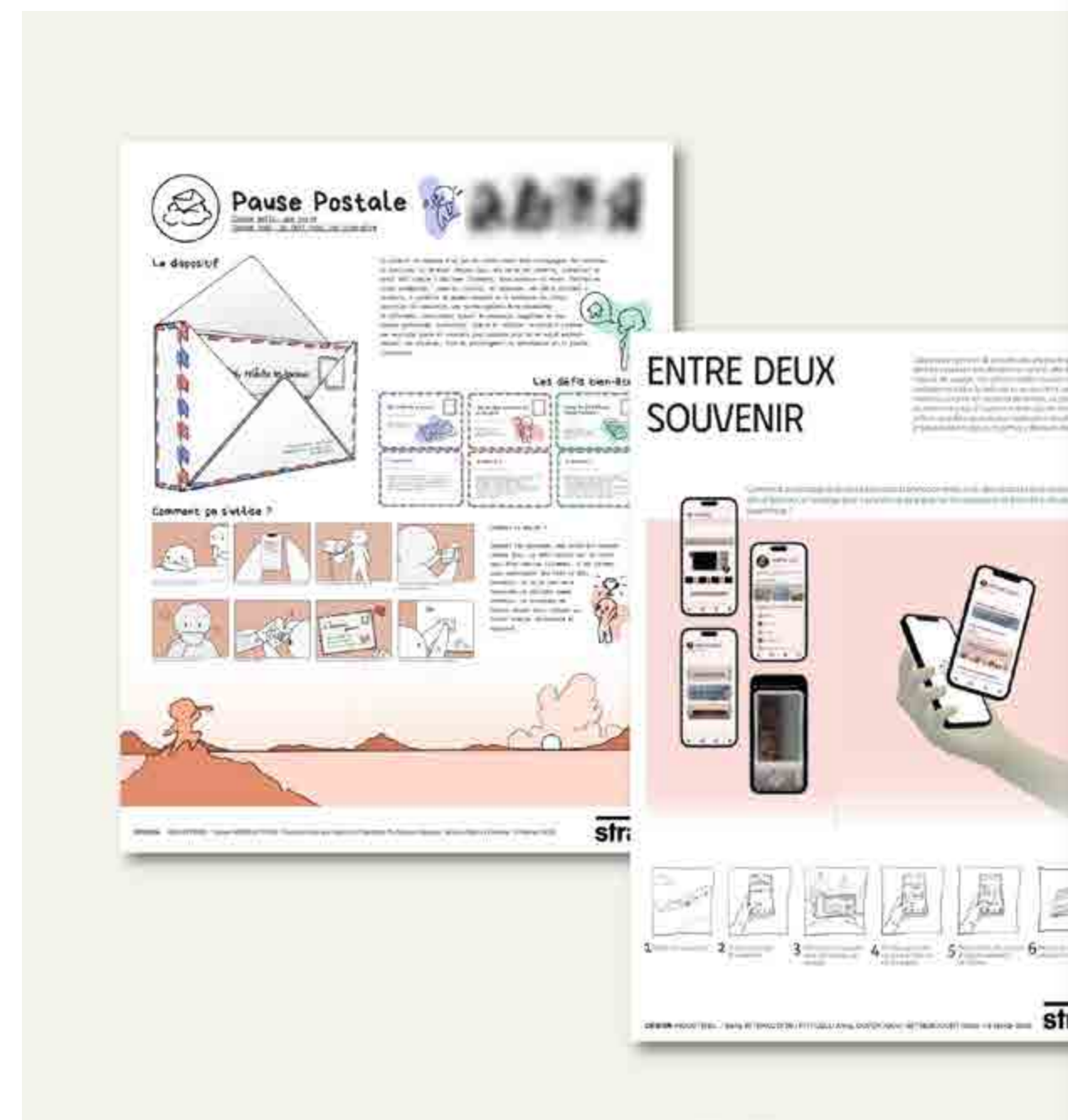
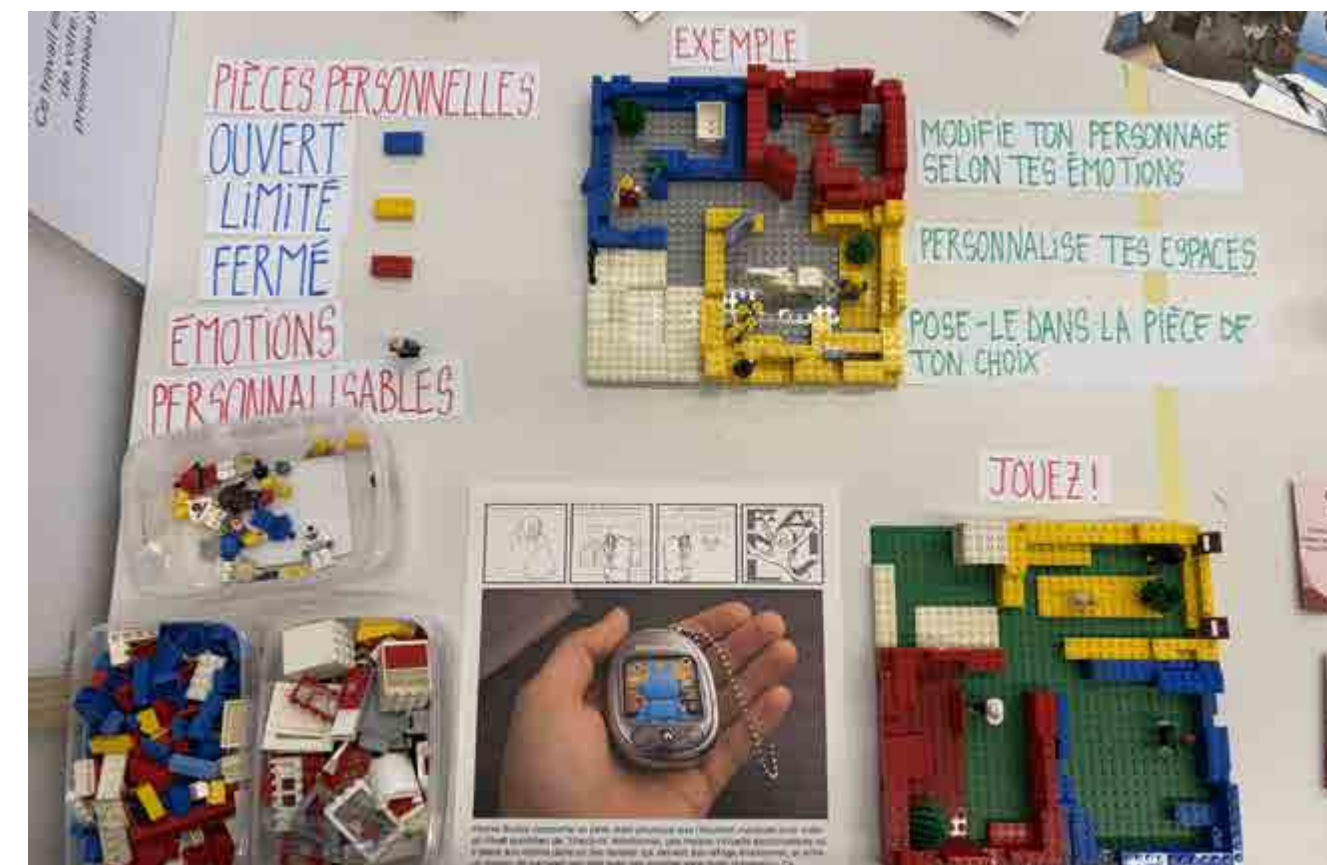


My Gallery

I have been drawing since I could hold a pencil. When digital painting became accessible, it felt like a natural extension: a place where my curiosity for technology met my love for drawing. You can find my work in my Etsy shop.

[Visit the gallery](#)





Teaching

Since 2024, I have been tutoring third-year interaction design students at Strate École de Design. Teaching forces me to articulate what I do intuitively, and in doing so, sharpens my own practice.

Let's
solve new
challenges!

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I am always open to new
research challenges,
collaborations, or just
a good conversation.

Marion Seigneurin