What I Do

My Appr

Marion Seigneurin

UX Designer & Researcher
based in Paris

I watch, listen, and translate wicked problems into design that connects people instead of dividing them.

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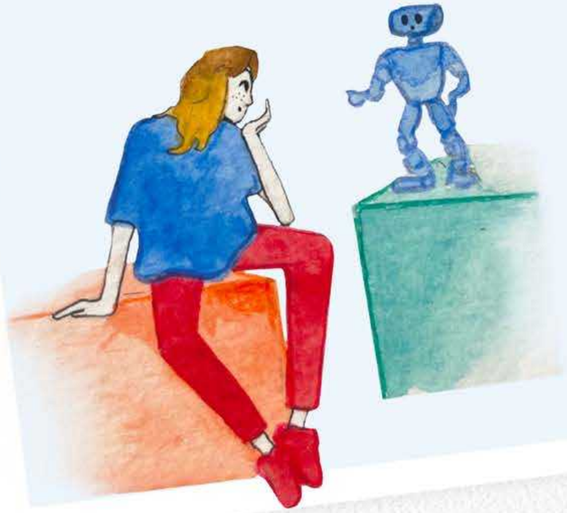
My expertise

I run on good conversation and coffee.
Drawing and books brought me to design,
and design showed me how much a screen can
connect or divide people.
So I watch, listen, and read between the
lines. That's where good design lives.

Complex problems call for both deep empathy and analytical distance. I start with real conversations with users in the field, then turn to data analysis to map complexity and find the right approach.

Creative researcher



Research-led designer

	DEFINITION Frame & scope	IMMERSION Explore needs & uses	IDEATION Generate ideas	DEVELOPMENT Test & refine	IMPACT Launch & measure
Research	Project Planning Systemic analysis Research questions	Literature review Benchmarking Qualitative & quantitative user research	Problem formulation Hypothesis building	Hypothesis testing Strategic insights	Digital communication Impact measurement
Design	Ecosystem mapping	Competitive analysis Design levers identification	Creative brainstorming Co-design workshop Concept sketching	Proof of concept Low-fidelity mock-up Iterative testing	Deployment strategy Project launch
Outputs	Strategic Brief Stakeholder map Project scope	Interview synthesis Persona User journey map	Moodboard Project specifications Value proposal	Prototypes User test report	Final deliverable Pitch deck Impact report

1

MY PATH

Building a guidance system for higher education orientation through co-design to address institutional inequalities.

2

COUNTERING DISINFORMATION

Analyzing and evaluating social media countermeasures against misinformation to design new user-facing interfaces.

PUBLIC SPACES RENOVATION

Using co-design to translate conflicting user needs into practical solutions for public spaces.

MY PATH

ROLE	TOOLBOX	DURATION
Research & Design	Miro, Adobe Creative Cloud, Figma, Procreate, Mock-ups	Thesis: 1 year Diploma project: 6 months

BACKGROUND

Higher education admissions in France rest on Parcoursup, a platform designed to allocate students fairly. Yet by rewarding those who know how to navigate it, the platform systematically favors students with existing guidance, amplifying social inequalities.

UX GOAL

Rather than fixing the platform, I focused on redesigning the admissions experience.
I asked: How might we build guidance infrastructure that ensures a fair orientation journey regardless of students' social context?

OUTCOME & IMPACT

I designed MyPath, a community-powered program combining board games, workshops, and an app that deliberately activates guidance across homes, schools, and peer networks. Tested throughout the process and designed from pedagogical content to interface, it received two awards and was presented to key stakeholders including the official overseeing Parcoursup and regional administrators.

Process

Method & challenges

METHOD

Spanning 1.5 years, this project combined a master's thesis and a diploma project. I followed a five-step design process inspired by the Design Council's Double Diamond (2004), completed with Lallemand & Grondin's Iterative Design Cycle for Interactive Systems (2018).

MAIN CHALLENGES

1 - Reaching institutional stakeholders
A politically sensitive topic made public actors cautious. I used my institutional email, tailored the project framing to signal neutrality, and targeted specific profiles on LinkedIn — eventually reaching the platform's lead and running two workshops in real settings.

2 - Standing out in a saturated space
A benchmark and strategy mapping revealed the gap: none of the existing solutions are a guaranteed touchpoint. I designed around what every student necessarily has — a teacher, a structured orientation moment, and people close to them.

Definition 1/2

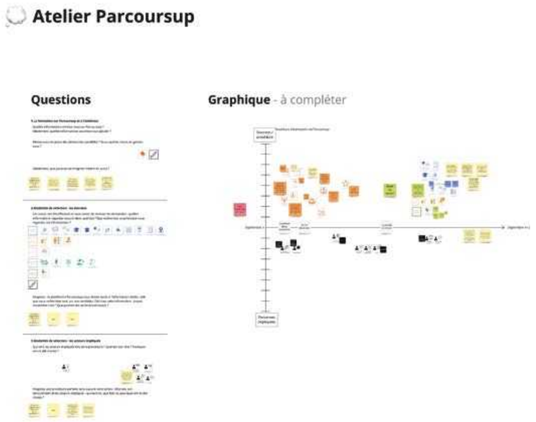
Frame & scope

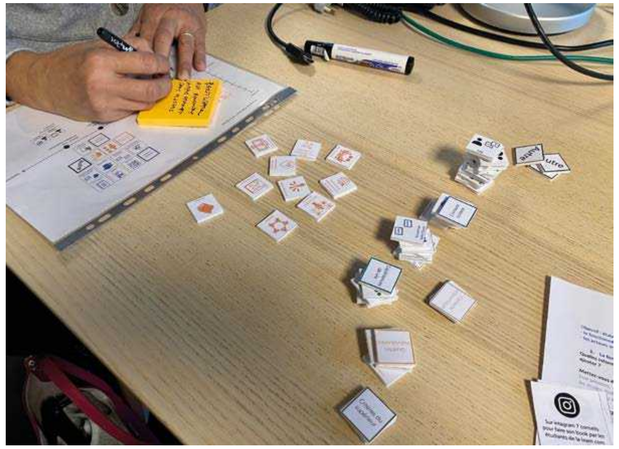
My first goal was to understand the context of high school admissions and the controversy surrounding Parcoursup. I conducted a literature review, generative interviews with orientation stakeholders, and ecosystem mapping.

Project Planning | Literature review | Systemic analysis | Ecosystem mapping

GENERATIVE INTERVIEWS

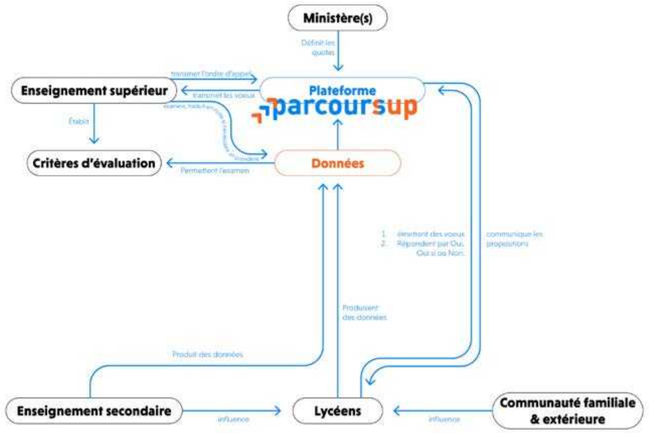
Generative interviews with higher education orientation stakeholders helped me understand how institutions select students and whether they account for social inequalities.
The protocol covered selection criteria, pros and cons, and a «What if?» scenario around a fairer process. The approach helped diffuse tension and open the conversation.

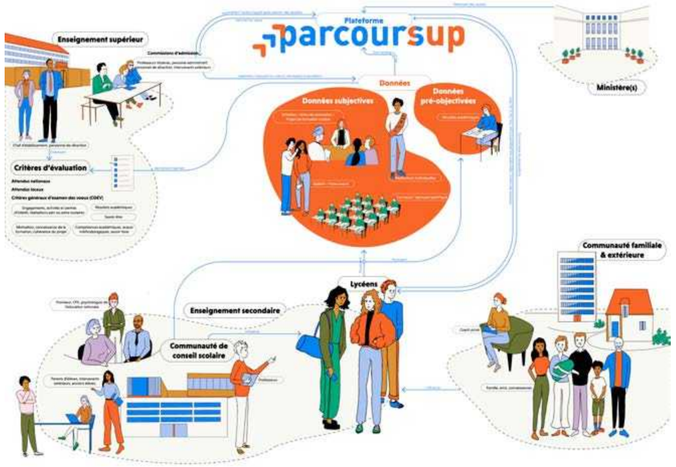


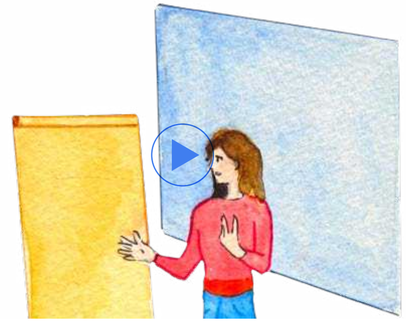


MAPPING THE SYSTEM

Parcoursup's algorithmic system is porous: multiple stakeholders generate data using different scales and methods, which the system then treats as neutral to rank students.
I mapped this process through three iterations: a simplified diagram, an illustrated version for communication, and a live drawing video explaining the system and its social implications.







Definition 2/2

Define the question

What emerged was clear: Parcoursup doesn't create inequality, it amplifies it.
The platform allocates the best placements to students who already know how to navigate it, systematically leaving behind those without guidance. This led to one question:

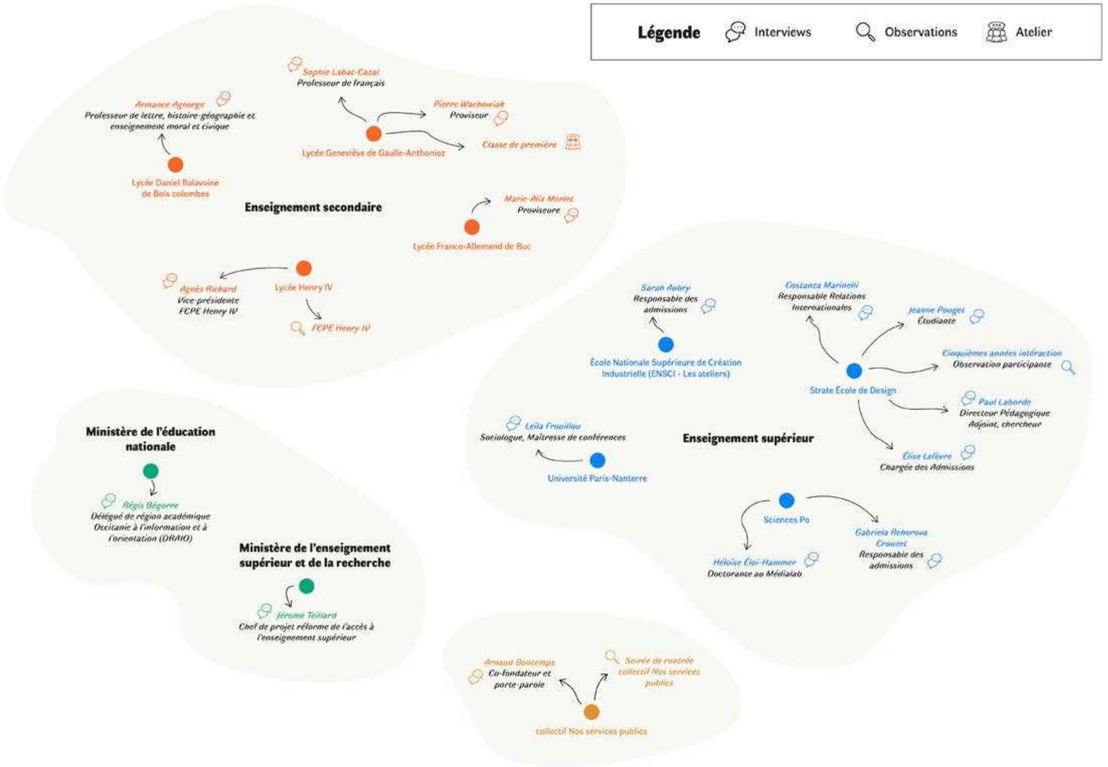
How might we build guidance infrastructure that ensures every student can navigate admissions and access the placements they qualify for?

Ecosystem mapping

Research questions

STAKEHOLDERS

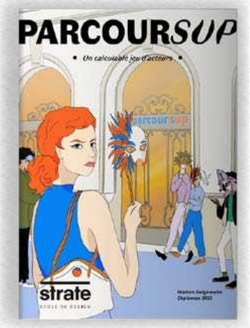
I mapped the full ecosystem first, then selected interviewees to ensure every layer was represented — from secondary and higher education institutions to ministries and civil society. The goal was to understand this wicked problem from every angle and limit blind spots before defining the design direction.



WRITING AND SHARING MY RESEARCH THESIS

This step marked the end of my framing process and ends with my UX goal: designing a fair orientation guidance system.

For further reading, you can download my thesis by clicking here.



Immersion

Explore needs & uses

I started the immersion phase with my key users: lycée students. I first led workshops in classrooms and during open days to uncover their uses and needs, then mapped the typical student journey, and ran a competitive analysis of existing guidance tools.

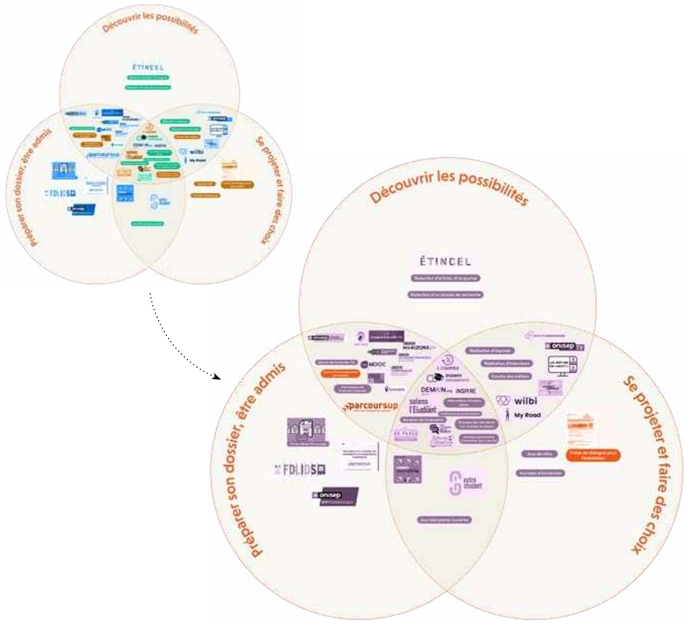
One finding stood out: across their entire journey, students encounter only two built-in guidance touchpoints. Every other solution requires students to seek help on their own, something only those in a favorable environment tend to do.

This became a core design constraint: go toward students, wherever they are, by building on what is always there—a teacher, a structured orientation moment, and people close to them.

Benchmarking | Qualitative user research | Competitive analysis | Design levers identification

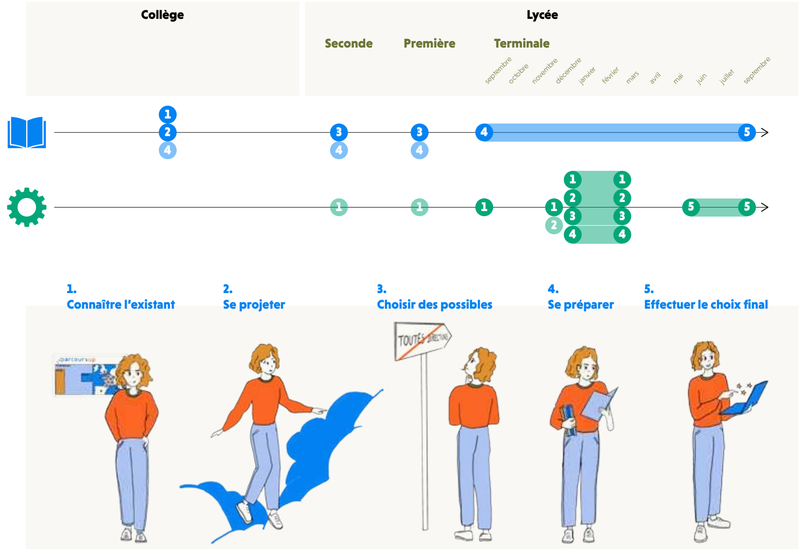
BENCHMARKS

I clustered solutions by stage: exploring, choosing, and preparing. I tested a digital versus non-digital filter (up) and a mandatory versus optional filter using color coding. Few solutions emerged as mandatory, and all of them were evaluative or high-pressure.



USER JOURNEY

The user journey maps two orientation pathways through that same system. Socially favored students tend to follow the blue one: it starts early and draws on a dense support network. The green pathway starts later, relies on fewer people, and leaves less room for error. Together, these two tools confirmed what the benchmark alone could not show: the problem is not a lack of solutions, but a system that only works for those who already know how to use it.



Ideation

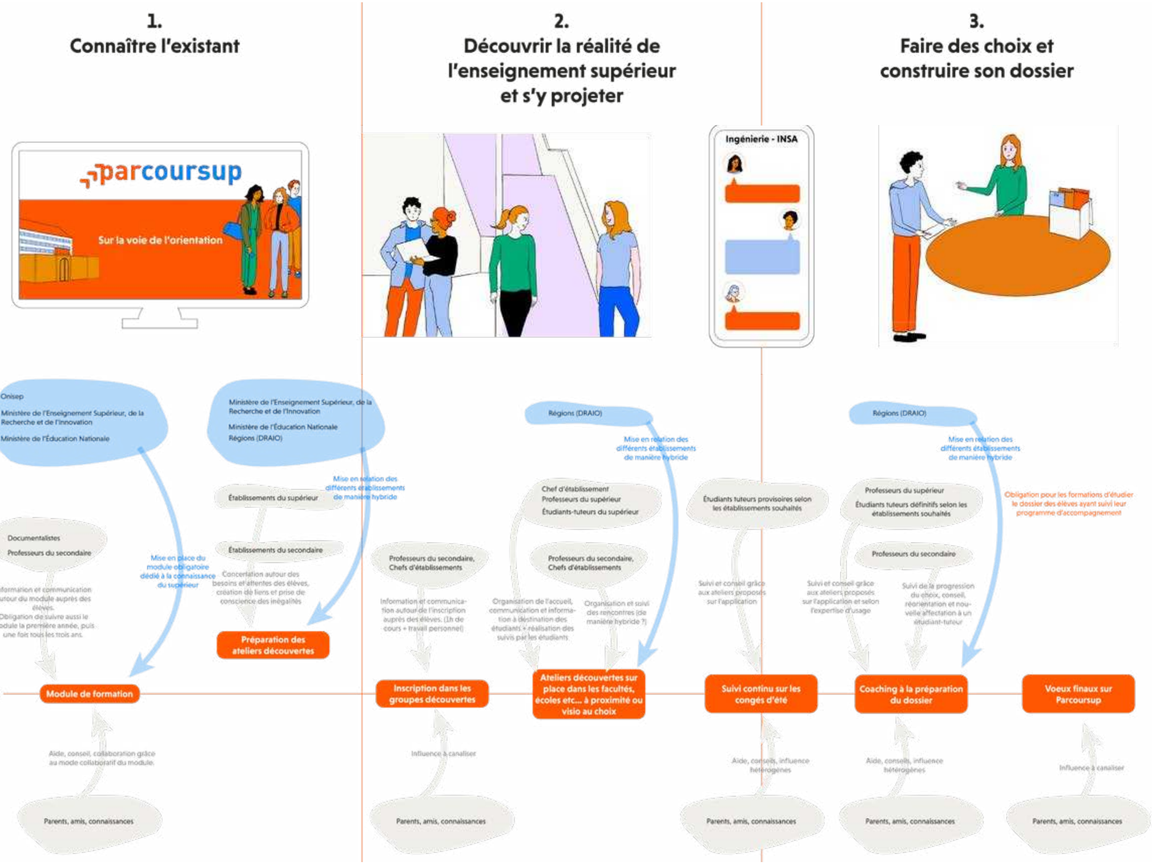
Generate ideas & spark reactions

The ideation phase focused on the guidance journeys of less socially advantaged students. I ran a creative workshop built around a low-tech prototype of the ecosystem to generate early ideas. I then used design fiction to present my first project intuitions to students and teachers, and surveyed lycée teachers across three French regions with contrasting socioeconomic profiles to validate them at scale. Follow-up interviews with respondents fed directly into the prototyping phase.

Problem formulation | Hypothesis building | Creative brainstorming | Concept sketching

USER SCENARIO

A first detailed user scenario was developed and presented to stakeholders to collect early feedback before moving into prototyping.



EALRY IDEAS & DESIGN FICTION

I used fictional Le Monde articles and a low-tech ecosystem prototype to present my first project intuitions to students and teachers and spark reactions.

Prototyping

Test & refine

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

Hypothesis testing

Iterative testing

Proof of concept

Paper mock-ups

GAME DESIGN

Family-friendly games are part of the MyPath ecosystem, made available through lycées and public orientation centers. Talking with students and teachers, I found that orientation was a source of anxiety, sometimes enough to avoid the topic entirely. I designed three low-tech games to open the conversation: one addresses fears, one tackles misconceptions, and the third is a storytelling game where players build a path from the cards they collect. There are no single right answers or dead ends.

USER SCENARIO

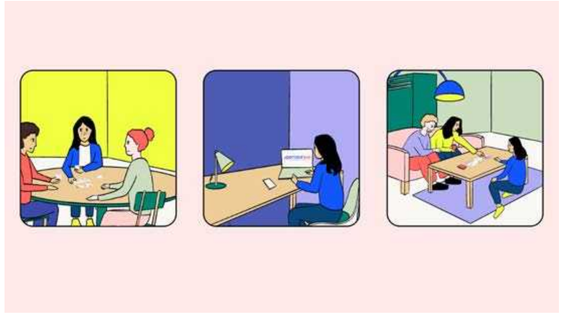
Turning the user scenario into a paper flip story made it easy for stakeholders to identify friction points and helped me find the right balance between school workshops, family games, and the mentoring program.

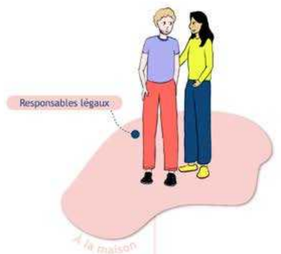
Impact

Launch & measure

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.

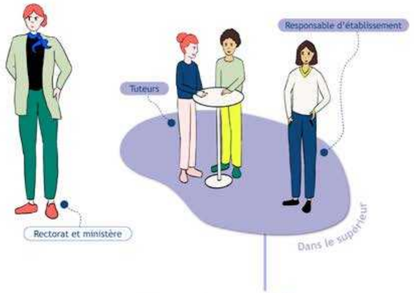
Digital communication | Public presentation | Deployment strategy | Project launch





Le kit dialogue

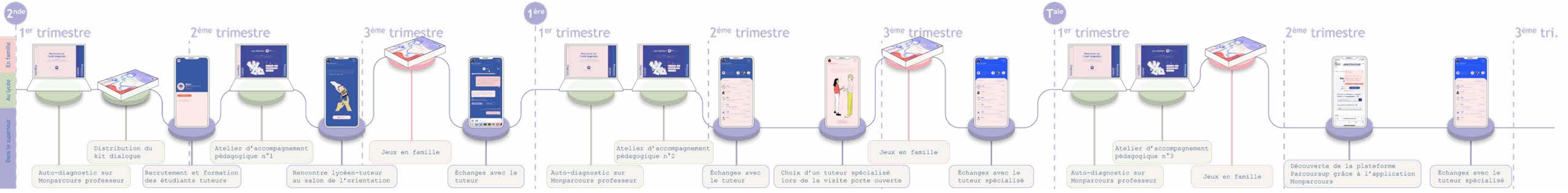
Les ateliers d'accompagnement personnalisé



Le tutorat & l'application Monparcours

FINAL DESIGN

The animated scenario (left) brings Mypath to life. The chronological timeline (below) maps touchpoints across the years, showing how it articulates into a coherent support system.



COUNTERING DISINFORMATION

ROLE	TOOLBOX	DURATION
Research & Design	Miro, Google Workspace, LimeSurvey, R & RStudio, Maze, Zotero	2.5 years research contract

BACKGROUND

Misinformation is predicted to be the top global risk by 2028. Following political shift, platforms have abandonned fact-checking to implement crowdsourced moderation systems. These systems underperform and little is known about the behavioral and interface factors that drive users to participate in the first place.

UX GOAL

Focusing on X's Community Notes, I set out to understand why users disengage from crowdsourced moderation, identify the behavioral drivers of participation, and translate findings into interface recommendations.

OUTCOME & IMPACT

Sense of obligation and perceived ability to evaluate emerged as the strongest predictors of rating behavior. I translated these findings into interface recommendations, co-designed feature sets, and two research protocols for comparative testing. Implementation and dissemination are continuing with the IMT-BS research team.

Process

Method & challenges

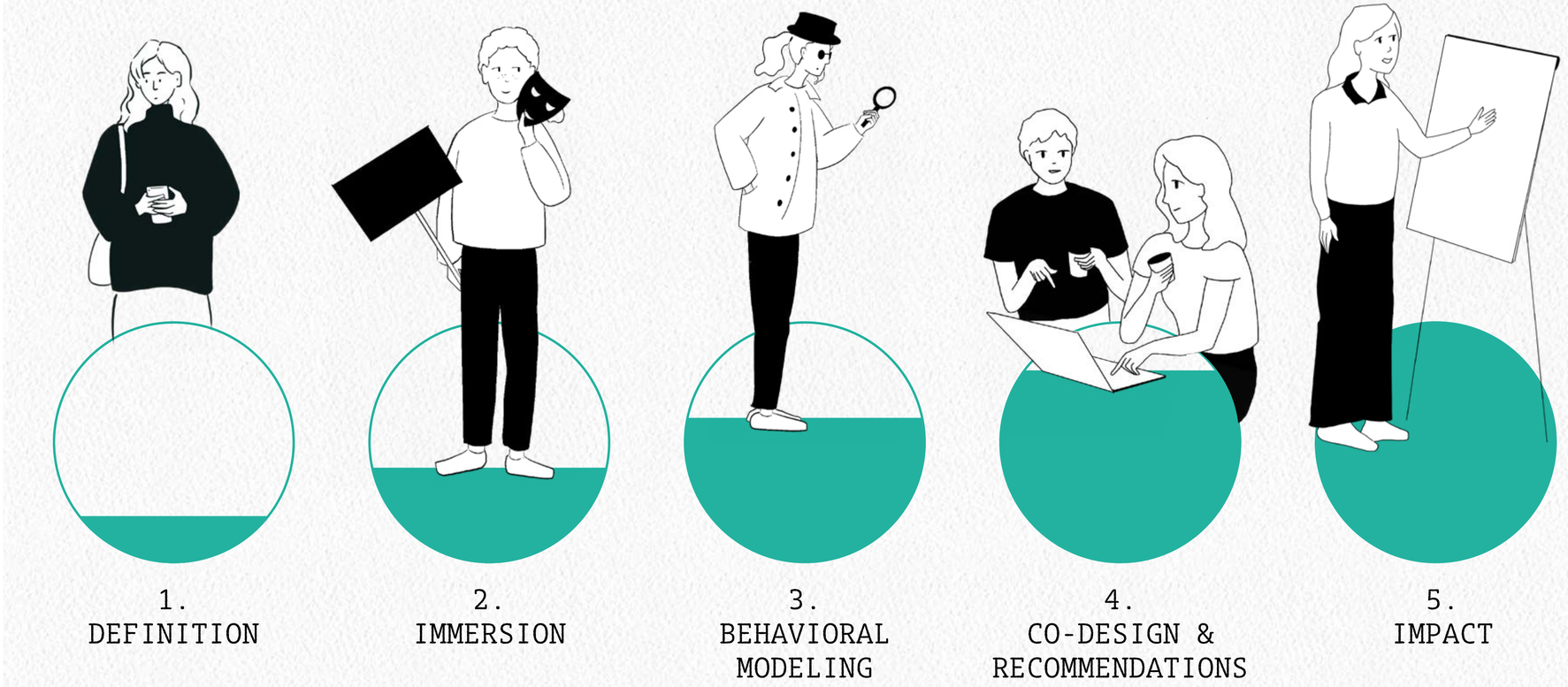
METHOD

Spanning 2.5 years, this project was developed in collaboration between the Good in Tech Chair, Institut Mines-Télécom Business School, and Université Paris-Saclay. I followed a five-step design process grounded in behavioral science and user-centered design, adapting continuously to a rapidly shifting field.

MAIN CHALLENGES

1 - Navigating an evolving landscape
The platform landscape changed constantly throughout the project. Fact-checking collaborations were abandoned, X lost users, and the political context redefined what was possible. I adapted the research focus several times to stay grounded in real platform contexts.

2 - Accessing real contributors
Community Notes contributors are anonymous and scattered. I reached them through forums, tailored the survey to their vocabulary and concerns, and built credibility within the community before recruiting participants.



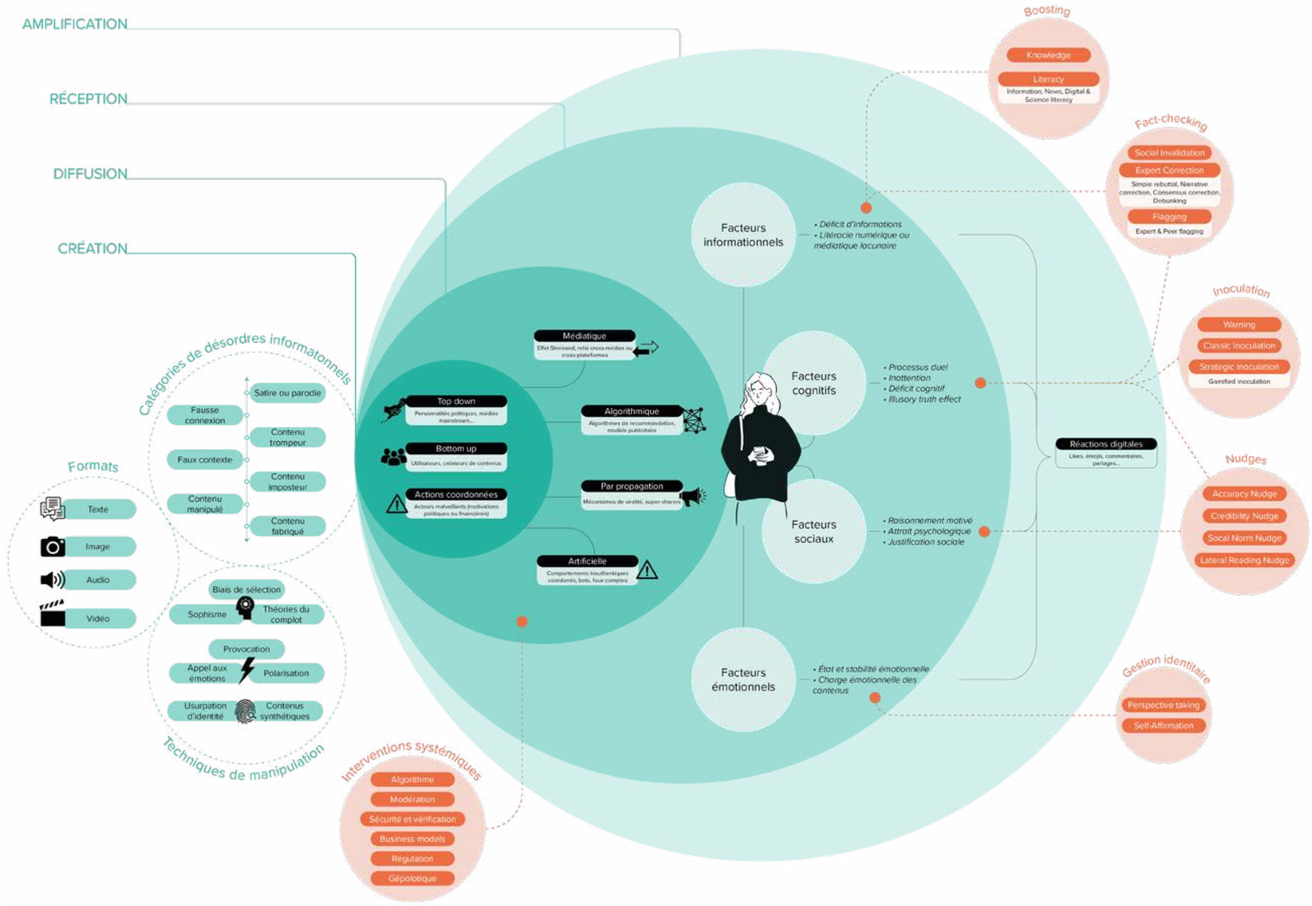
Definition

Frame & scope

Disinformation is a floating concept. Despite the Digital Services Act requiring platforms to address it, each defines the term on its own terms to avoid sanctions or user loss.
I first mapped this definitional landscape in a peer-reviewed article, showing how platforms bend terminology to their advantage. I then wrote a scientific report surveying existing countermeasures and disinformation diffusion dynamics.

This groundwork led to one conclusion: the real design leverage lies in the interfaces of countermeasure systems themselves.

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



UNDERSTANDING INFORMATION DISORDERS - *A state of the art of mechanisms, vulnerabilities and responses in the digital information environment.*

You can download the report by clicking here.

Immersion 1/2

Explore needs & uses

To explore countermeasures in context, I initiated a collaborative monitoring initiative collecting daily misinformation samples across two databases: a visual one on Miro, and a scientifically coded one on Excel. Results revealed a wide range of countermeasures and significant inconsistencies in their enforcement.
A zoning analysis of the visual database identified three recurring interface typologies with varying levels of obstruction and friction.

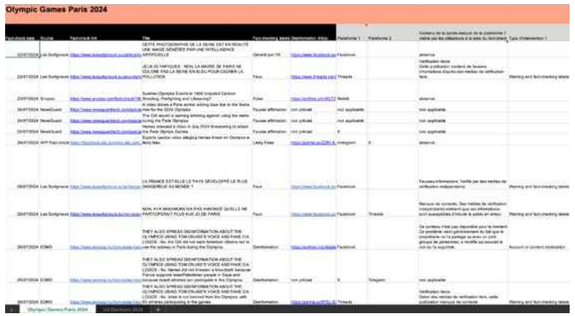
This raised the core question: *How do these UX strategy variations shape user behavior in information consumption, sharing, and engagement?*

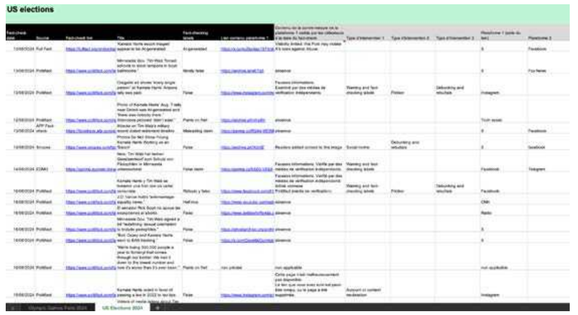
Research protocol

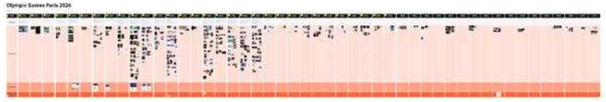
Qualitative & quantitative user research

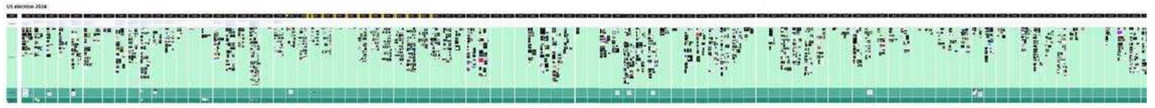
Hypothesis buidling & testing

Benchmarking analysis







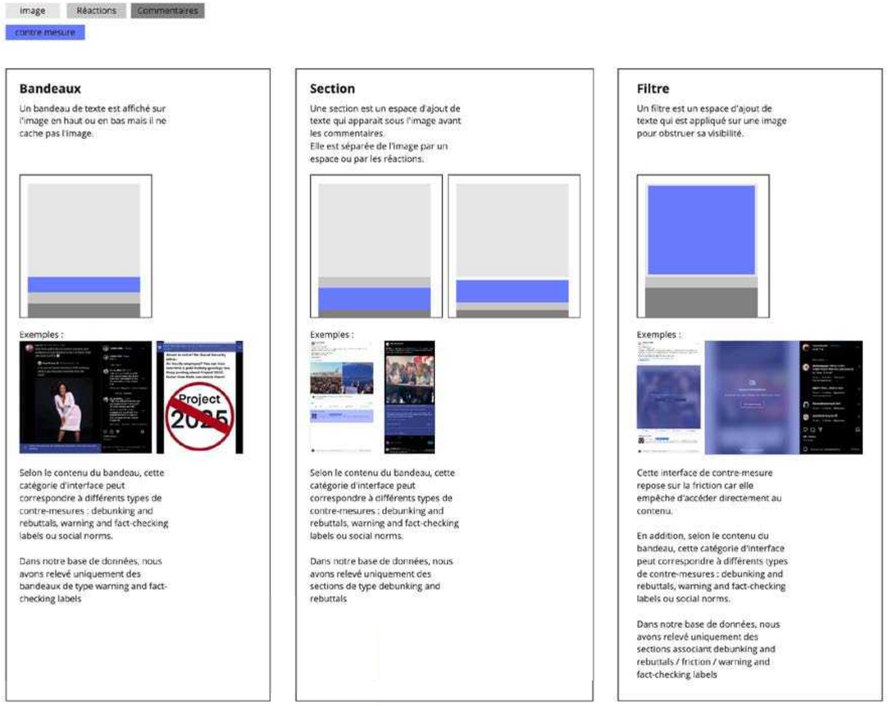


DISINFORMATION DATABASES

The scientific database was coded using a double-blind evaluation process. Results revealed partisan asymmetries in the 2024 US election: Republican content showed higher rates of fabricated claims, while Democratic content tended toward cherry-picking.
The visual timeline maps collected samples over time, showing a sharp peak during the Paris Olympics alongside a steady flow of US election fact-checks throughout the campaign.

ZONING ANALYSIS

Three interface typologies emerged: banners, sections, and filters. Each implies a different level of visual obstruction and UX friction, raising the question of whether more friction reduces engagement with misinformation.



Immersion 2/2

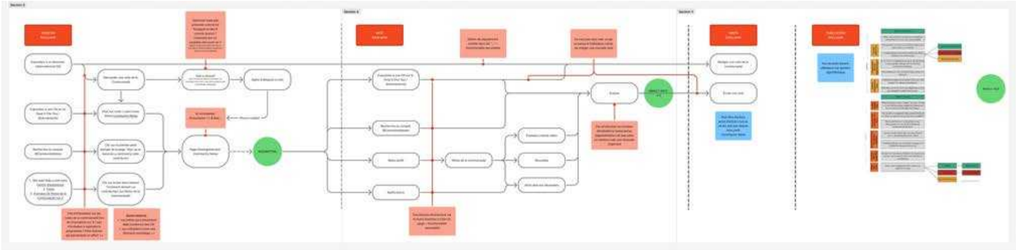
Narrow the focus

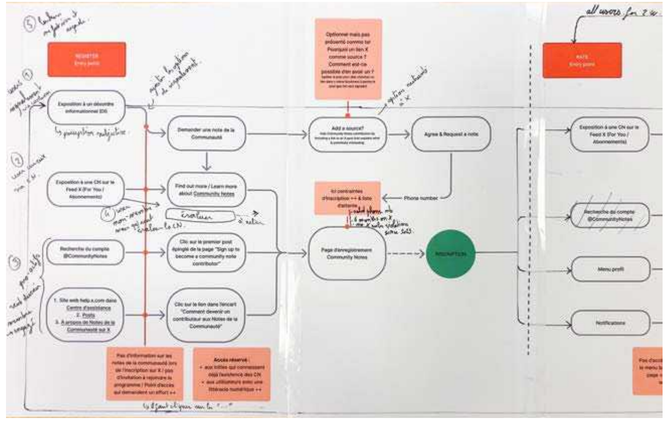
Following the 2024 US elections, platforms abandoned fact-checking collaborations. X, Meta, TikTok, and YouTube all shifted toward crowdsourced moderation, so did I. I mapped the Community Notes contributor journey and combined it with a literature review on the system's performance. A clear gap emerged: research explains that Community Notes underperforms due to algorithmic constraints and insufficient note rating, but little is known about what drives contributors to rate in the first place.

This became my research question:
Which individual and socio-environmental factors are associated with more intensive evaluation behavior?

Literature review

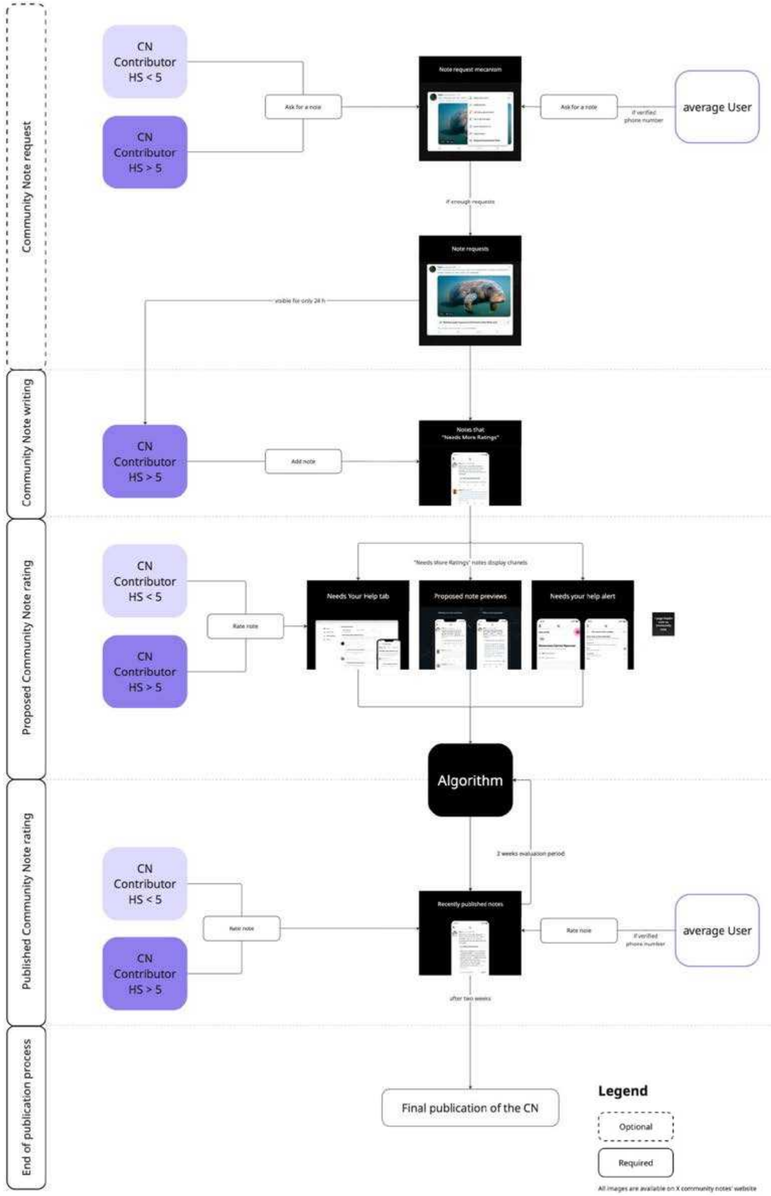
User journey mapping





COMMUNITY NOTES
CONTRIBUTORS' USER JOURNEY

Community Notes allows any X user to actively contribute to content moderation. I iteratively mapped the contributor journey, working both digitally and on paper to annotate, discuss, and revise with the research team. This process led me to distinguish four contributor types, each defined by a specific status within the system and a distinct journey.



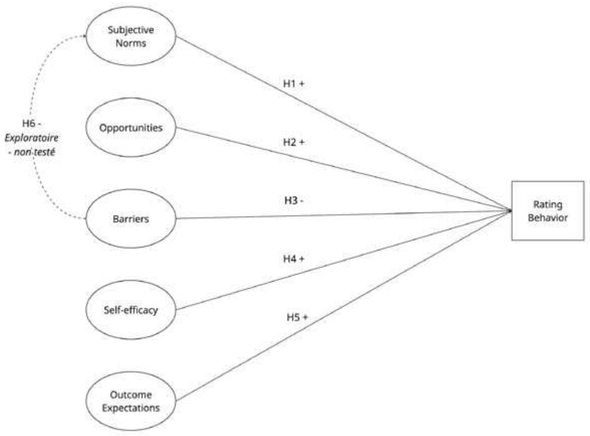
Behavioral modeling

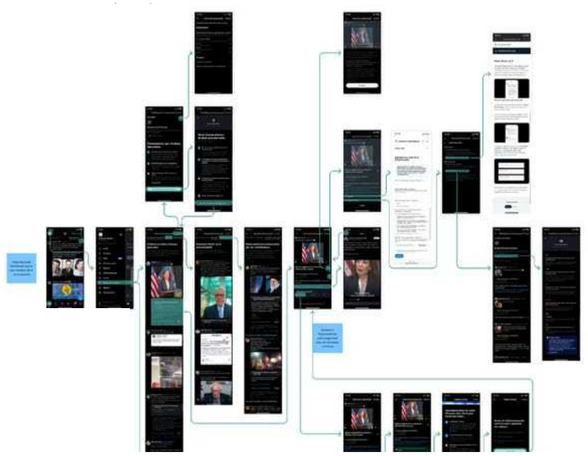
Measure & understand

I framed the problem as a behavioral one. Drawing on the Technology Acceptance Model and Social Cognitive Theory, I derived five hypotheses and built a scientifically validated survey scale.
I engaged with active contributors on forums to refine the instrument, and became a Community Notes contributor myself to map the user flow through a walkthrough method.

Mann-Whitney exact tests revealed three factors significantly associated with evaluation behavior. Self-efficacy was the strongest: contributors who feel capable of assessing content and navigating the interface evaluate significantly more across all three behavioral measures. Sense of obligation also showed a strong and consistent association. Outcome expectations tied to contributing one's expertise were associated with intention to evaluate. Opportunities and barriers showed no significant association.

Literature review | Qualitative & quantitative user research | Survey design | Design levers identification



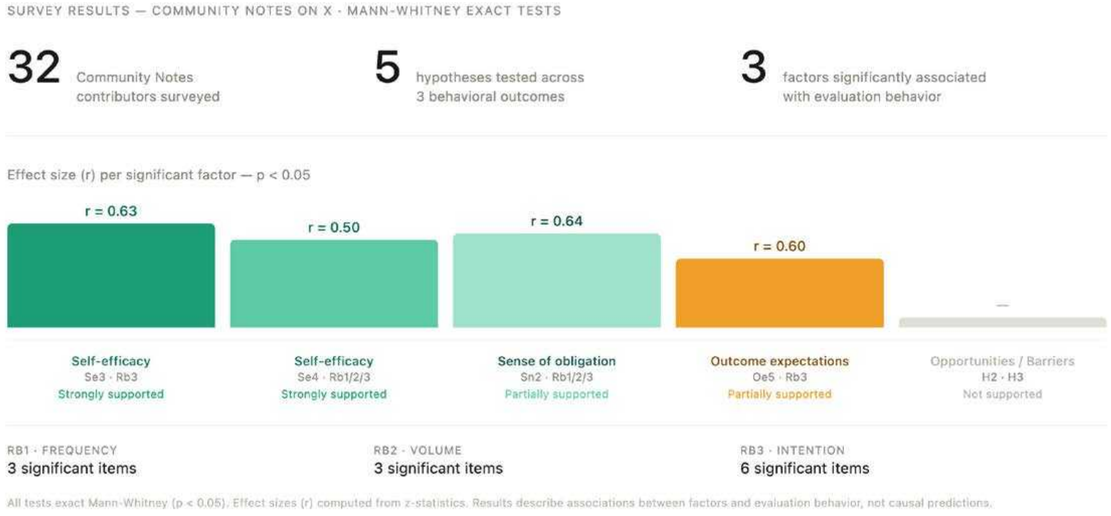


MODEL & WALKTHROUGH

The theoretical model maps five constructs drawn from SCT and TAM to rating behavior. To ground the survey in real experience, I became a Community Notes contributor myself and documented the full interface flow through a walkthrough method.

SURVEY RESULTS

Significant items ($p < 0.05$) across three behavioral measures: frequency (Rb1), volume (Rb2), and intention (Rb3). Self-efficacy items (Se1–Se5) show consistent group differences. Sn2 (sense of obligation) shows the sharpest contrast across all three measures, suggesting it may function as a near-binary driver of engagement.



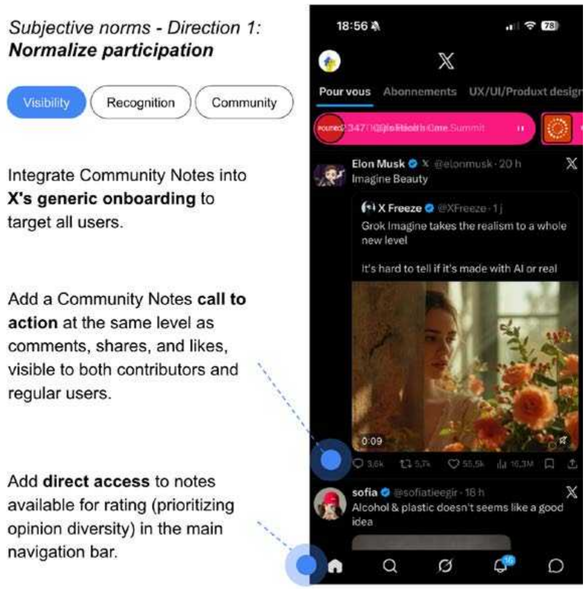
Co-design & Recommendations

Translate findings into design

Drawing on the three factors significantly associated with evaluation behavior, I mapped interface recommendations across three constructs. For subjective norms, design directions focus on normalizing participation through visibility, recognition, and community features. For self-efficacy, recommendations target onboarding clarity, continuous feedback, and progression tracking. For outcome expectations, features aim to make the impact of each contribution tangible and visible to contributors.

I also designed two comparative testing protocols to validate these directions, in collaboration with the IMT BS research team.

Behavioral analysis | Research collaboration | Protocol design | Digital design recommendation



RECOMMENDATIONS & TESTING PROTOCOLS

Above: interface recommendations derived from the three significant behavioral factors, each mapped to a typology of features. Visibility, recognition, and community for subjective norms.

Right: two testing protocols designed to validate these directions.

1 Participatory co-design of interfaces

Method: Qualitative · 3 focus groups of 4–6 participants · 90 min sessions · Miro / FigJam

Objective: Translate behavioral levers from Study 1 into concrete interface features through co-design with social media users.

STEP 1 · 15 MIN	STEP 2 · 45 MIN	STEP 3 · 30 MIN
Onboarding	**Feature ranking on 3 strands**	**Final ranking & collective debate**
Introduction to participatory moderation systems to establish a shared reference frame — independent of prior experience with Community Notes.	Participants position benchmarked features on 3 color-coded strands — one per behavioral dimension. Features can migrate across strands, constituting analytical material in their own right.	Each participant selects their 3 ideal features and argues their choice. Group discussion surfaces consensus, disagreements, and underlying rationale.

STRAND 1 · SELF-EFFICACY
"To what extent would this feature strengthen your sense of being capable of evaluating a note?" (Se1–Se4)

STRAND 2 · SENSE OF OBLIGATION
"To what extent would this feature strengthen your sense of having an obligation to participate?" (Sn2)

STRAND 3 · OUTCOME EXPECTATIONS
"To what extent would this feature strengthen your sense that your participation has value?" (Oe5)

Analysis: thematic analysis (Braun & Clarke, 2006) · attention to strand migrations and ranking rationale

→ Output: feature hierarchy feeding directly into Study 3 prototyping

2 Comparative interface evaluation

Method: Quantitative experimental · n ≥ 100 · Between-subjects · Maze / Dovetail

Objective: Measure the effect of co-designed interfaces on intention to evaluate, compared to the current Community Notes interface on X.

Random assignment	Standardized task	Measurement	Analysis
Control: current Community Notes (X)	Simulated evaluation of a pre-selected Community Notes note — same note for all participants	Study 1 questionnaire · 18 items · 5 constructs · 7-point Likert scale	Mann-Whitney or Kruskal-Wallis depending on number of conditions
Experimental: prototype(s) from Study 2		Primary DV: Rb3 — intention to evaluate	Exploratory: moderating effect of primary platform (X / Meta / TikTok / YouTube)

Note on scope: This study measures behavioral intention, not real-world behavior — prototypes are not deployed in production. Behavioral intention is a recognized proxy for behavior (Ajzen, 1991; Bandura, 1986).

Implementation

Launch & scale impact

I disseminate my research through peer-reviewed articles, opinion pieces, and popular science writing, contributing to debates on artificial intelligence, misinformation, and platform governance.

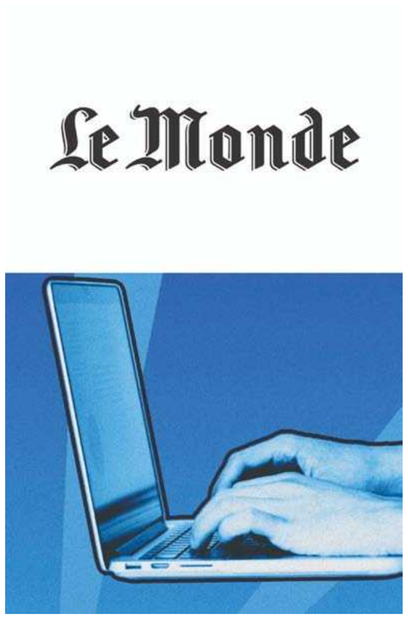
Alongside this work, I managed the Good in Tech LinkedIn community for 1.5 years, growing it from 500 to over 2,000 followers and fostering interdisciplinary dialogue on emerging technologies and social issues.

Scientific communication

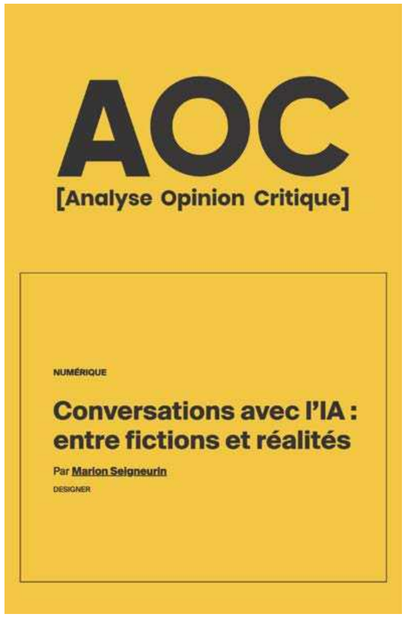
Academic publishing

Community management

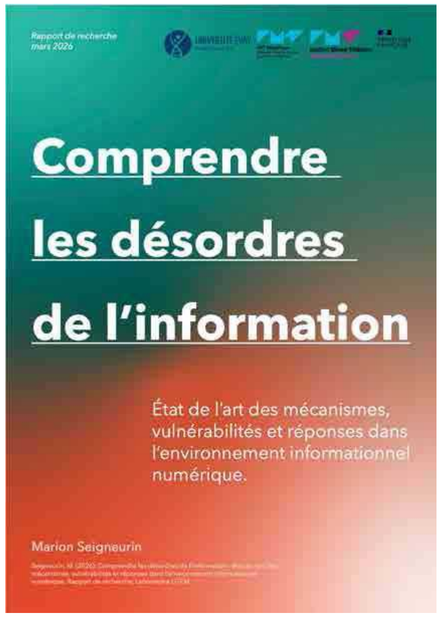
Seigneurin, M., Balagué, C., & Lyubareva, I. (2025). Navigating misinformation and disinformation: How definition ambiguity limits the DSA's implementation. European Journal of Communication, 40(6), 619-646. (Original work published 2025)



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

Below: social media post for the Good in Tech research chair.

PUBLIC SPACES RENOVATION

ROLE	TOOLBOX	DURATION
Research & Design	Adobe Creative Cloud, Paper mock-ups, Furniture design & installation	6 months final-year internship @Vraiment Vraiment

BACKGROUND

Renovation projects are typically driven by technical and budgetary constraints. In social housing and public institutions, users' actual experience is often treated as secondary, even though these spaces fundamentally shape how people live and work.

UX GOAL

Apply user-centered research and participatory design to renovation projects in complex social contexts, translating stakeholder needs into spatial recommendations.

OUTCOME & IMPACT

As UX Designer, I contributed to two public spaces renovation projects. For a social housing project, we delivered community gathering spaces, children's water play features, and climate structures installed during the 2024 Paris Olympics. For the Metz Courthouse, we provided spatial proposals and user-centered recommendations that reconciled competing stakeholder needs. Recommendations guided the final renovation by MUDO Architecture.

Process

Method & challenges

METHOD

Spanning 6 months as a UX designer at Vraiment Vraiment, I followed a three-step approach grounded in field immersion and participatory design: understanding user needs through sustained on-site presence, translating findings into spatial prototypes through co-design workshops, and producing iterative deliverables that guided implementation with clients and architects.

MAIN CHALLENGES

1 - Building Trust in Suspicious Contexts
Credibility was established through sustained presence, clear communication of our approach, and the production of tangible, iterative deliverables that demonstrated respect for every stakeholder's expertise in both projects.

2 - Navigating Collaborative Complexity
Working with architects, product designers, graphic designer and new institutional partners meant bridging different methodologies and priorities. I had to translate user insights into languages and formats others understood, while advocating continuously for user-centered thinking in technical and bureaucratic contexts.

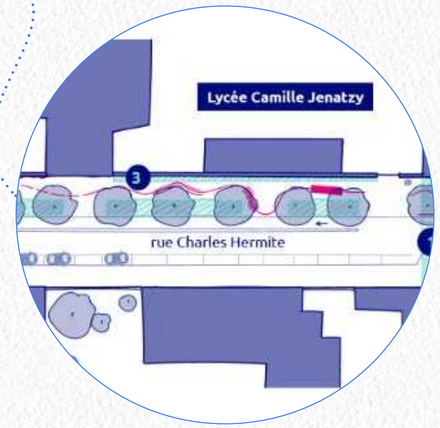
1.
DEFINITION

2.
IMMERSION

3.
IDEATION

4.
ITERATIVE
TESTING

5.
RECOMMENDATIONS
& IMPLEMENTATION



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

DRAWING, PROTOTYPING & TESTING

We created sketches and low-tech prototypes to test spatial configurations with residents. Temporary installations allowed us to validate solutions in real conditions before permanent implementation, ensuring each design decision was grounded in lived experience.

Metz Courthouse

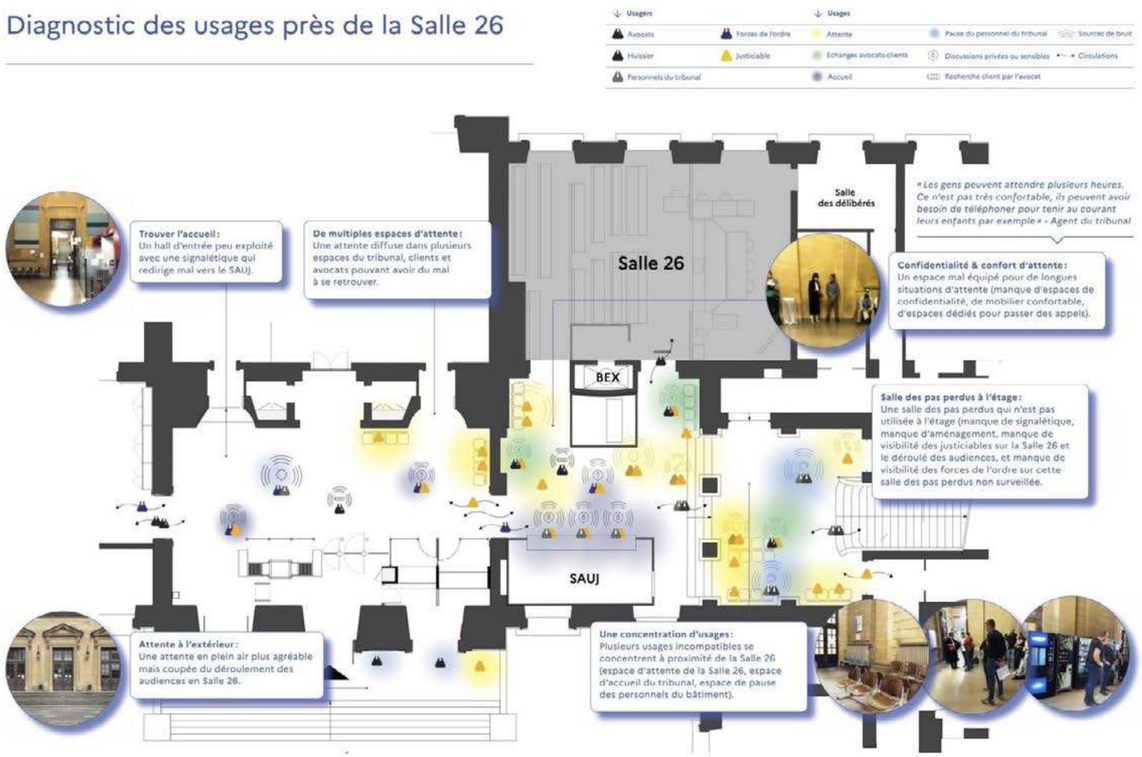
Reconciling everyday uses

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

MAPPING CONFLICTING USES

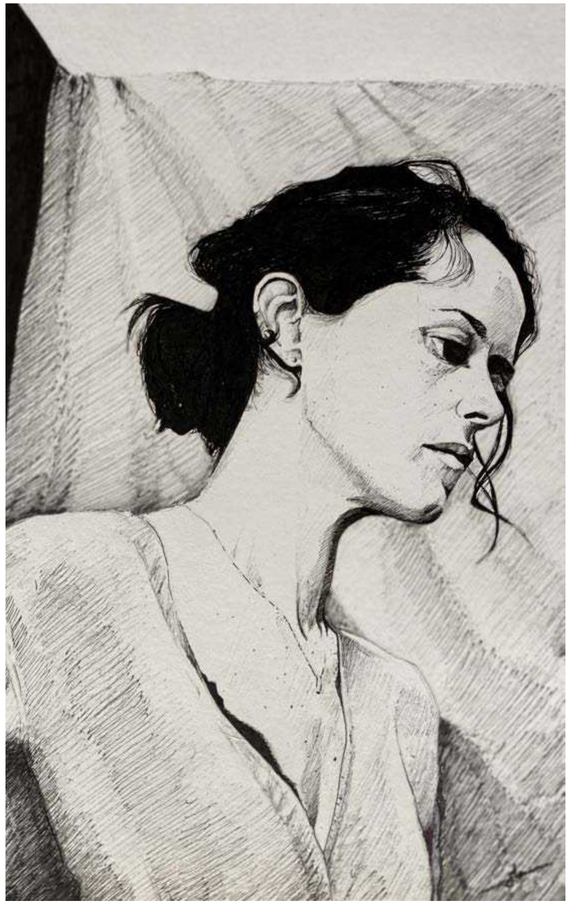
We mapped stakeholders' habits, priorities, and needs to inform design decisions and ensure understanding of competing requirements before proposing solutions.

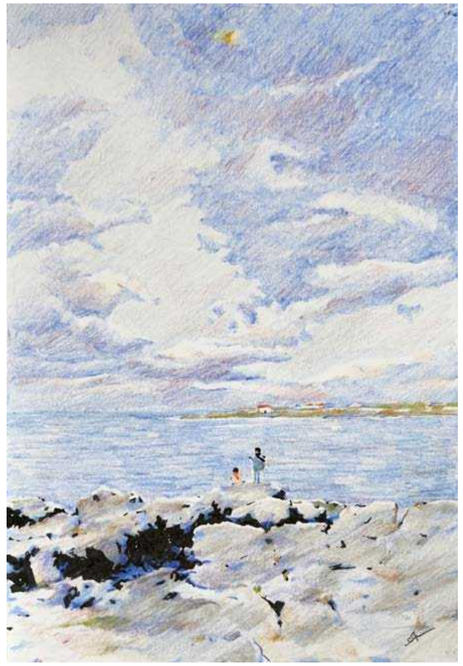


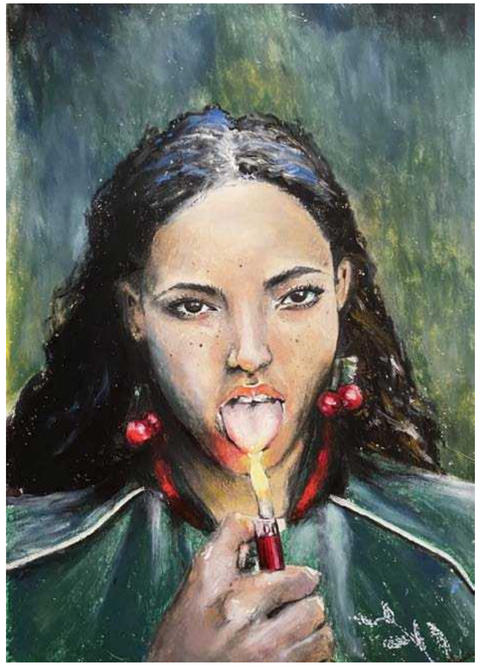
I grew up in a family of teachers and started drawing before I could walk. For me, explaining things clearly and drawing have merged into one practice, both ways of making the invisible visible to others. This fusion shapes my design approach, involving close observation, then translating what I see so that others understand.

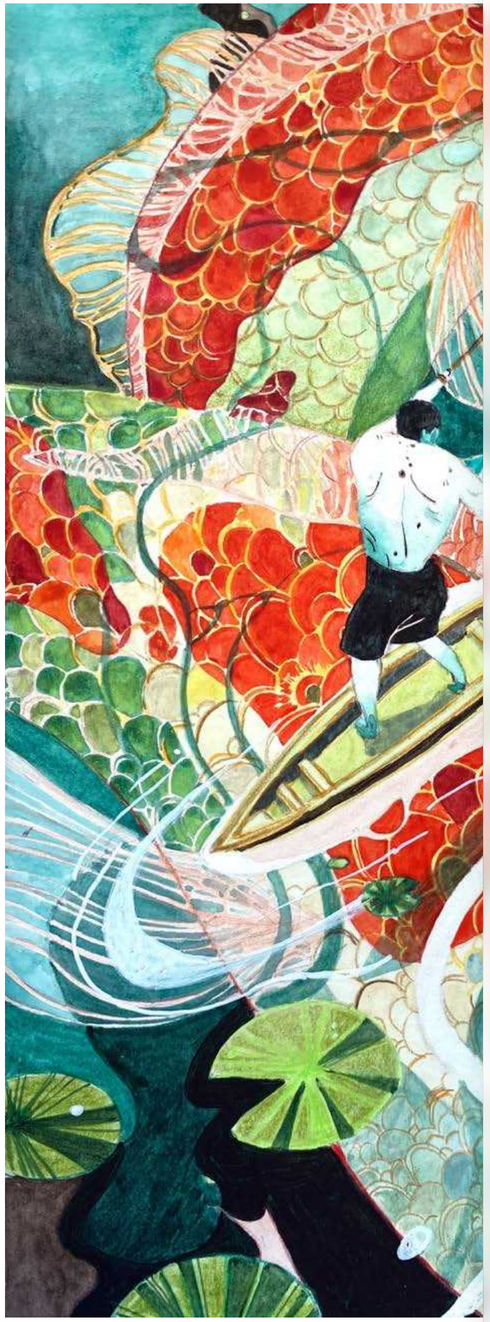
Drawing

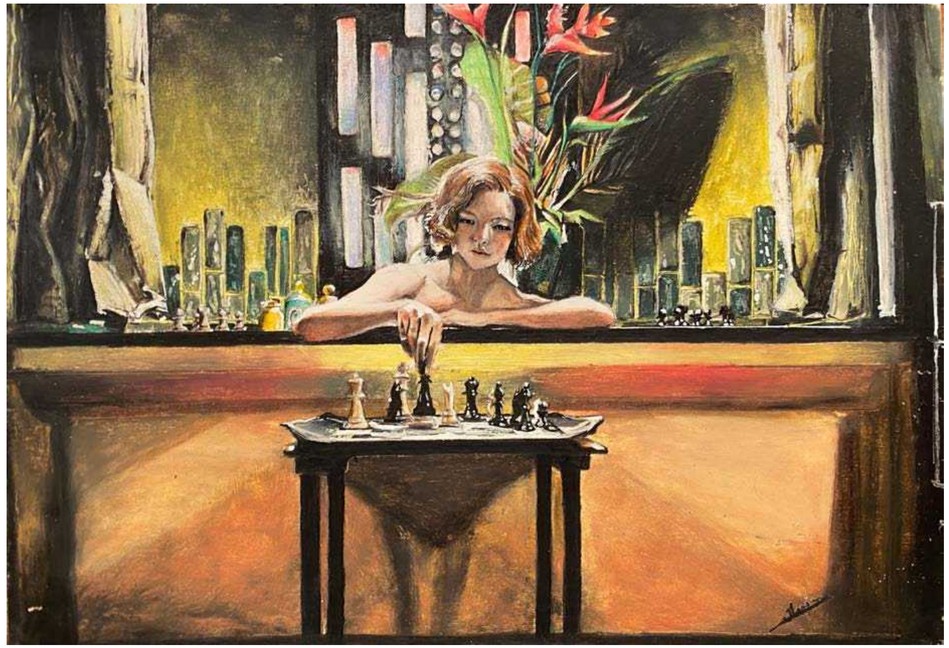
Teaching









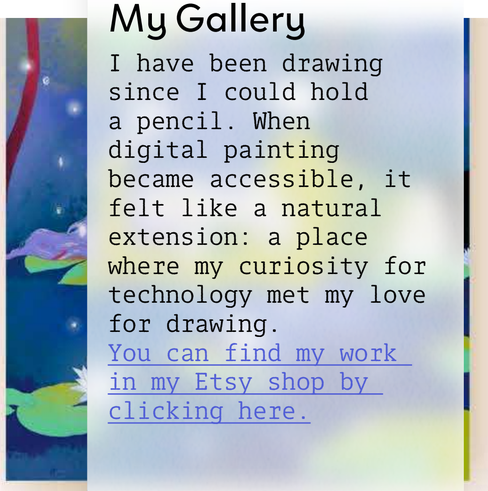


Drawing

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.



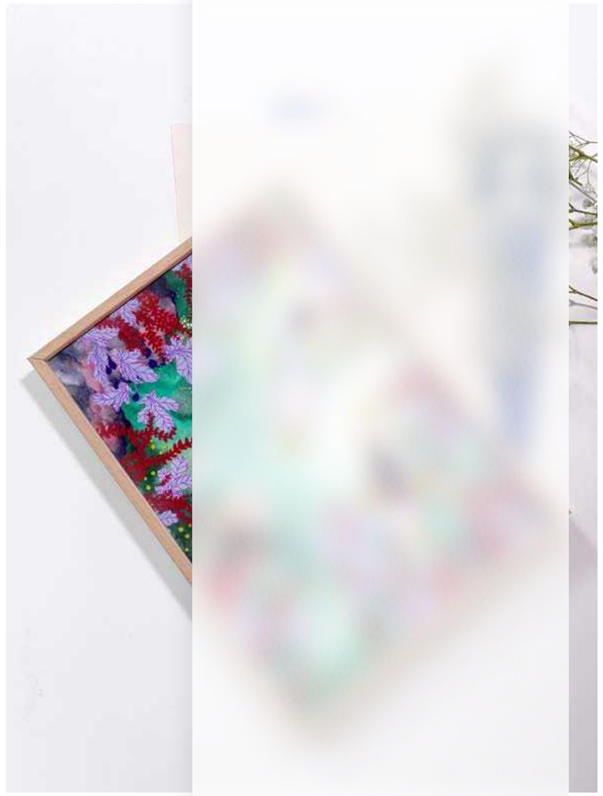


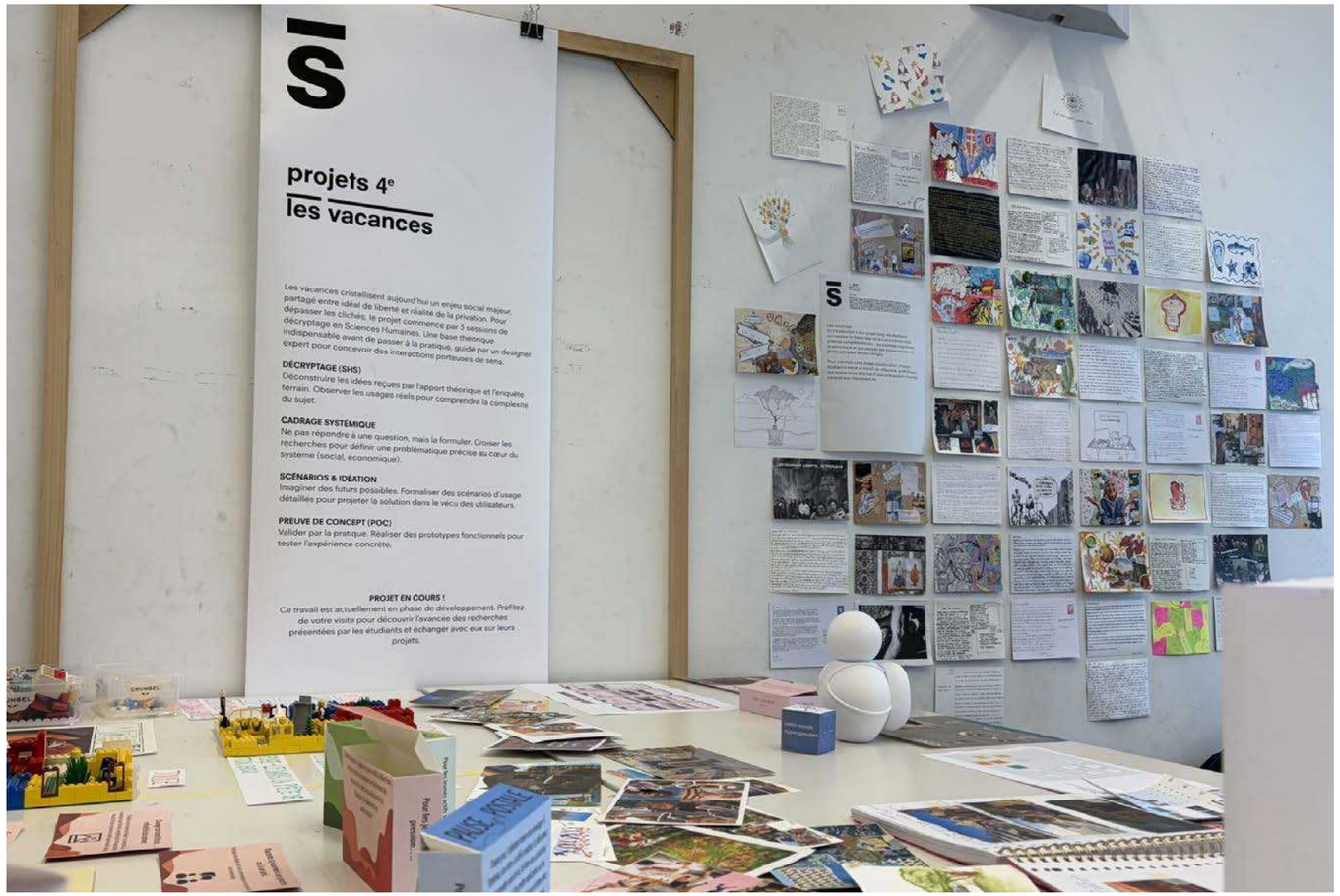



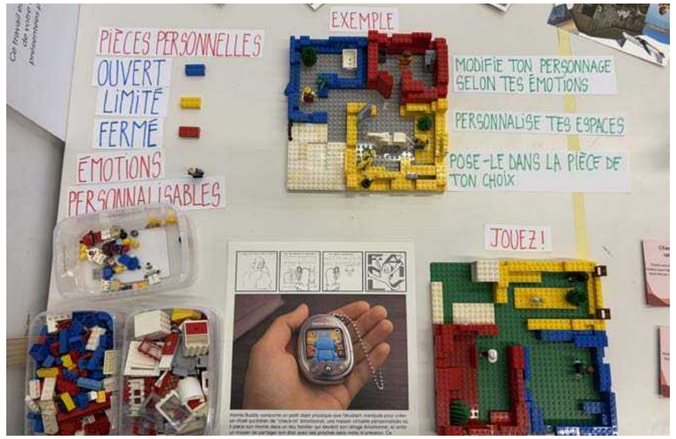
My Gallery

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 by clicking here.







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.

Your users have stories to tell. Let us listen to them together, then translate what we learn into design that works.

Get in touch. We will talk about it over coffee!

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