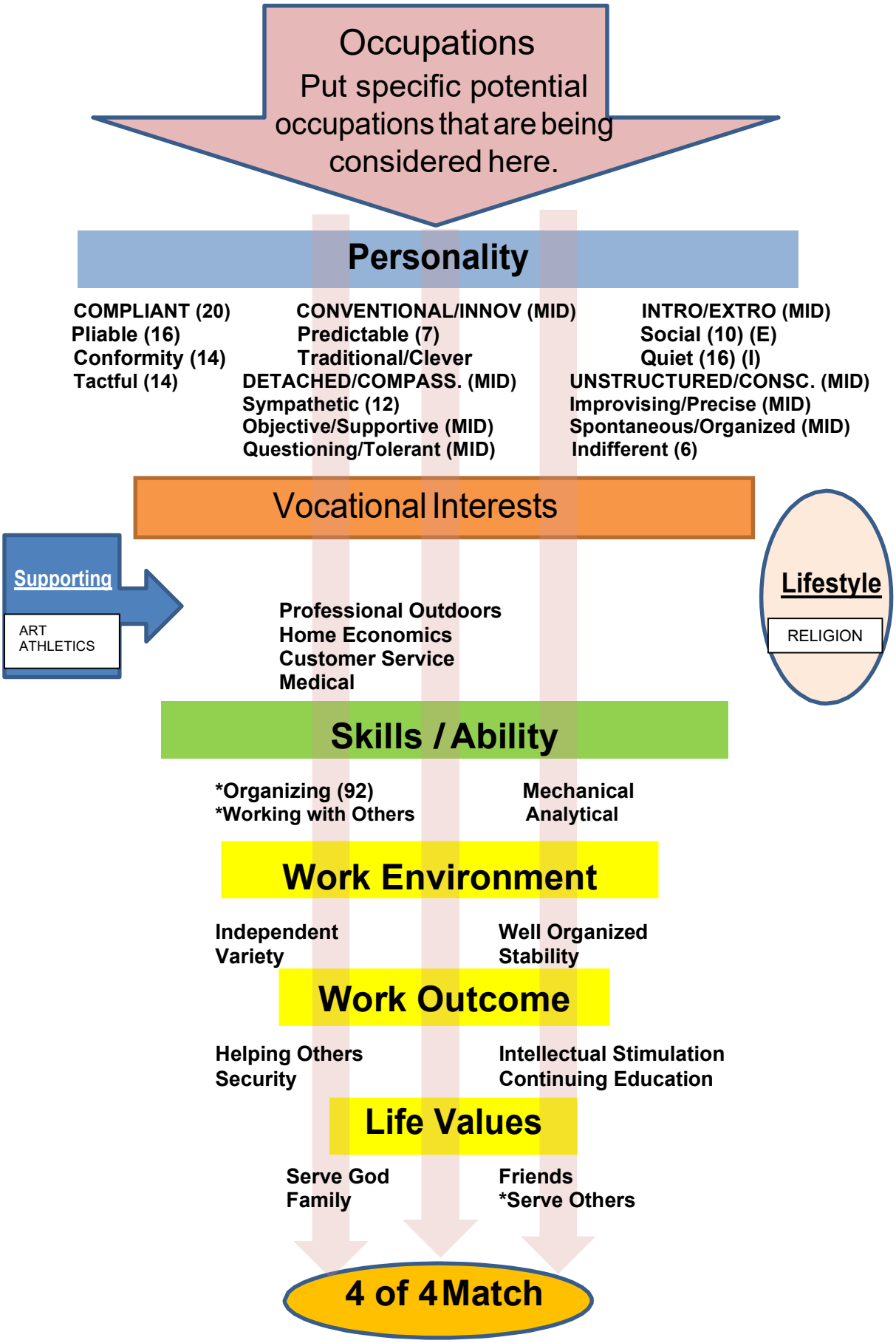XXXXX's Design / Career Funnel