



SHAMANTHI RAJASINGHAM

PORTFOLIO

2026

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Hi, I'm Shamanthi

I'm a Senior Brand Designer with 13+ years' experience across agency and in-house environments, spanning brand, graphic, illustration and experience design. I spent the last 7+ years at Wisr, most recently leading brand design across their ecosystem.

I lead with visual storytelling: conceptualising new brands, elevating established ones through considered systems, and illustrating everything from publishing to product.

SKILLS AND EXPERTISE

Brand identity
Art direction
Brand systems & strategy
Campaign & email design
Experience design
Illustration
Content design
Editorial design
UI & web design
Motion
Packaging & merchandise

Figma
Adobe Creative Suite
Google Suite
Canva
Microsoft Office

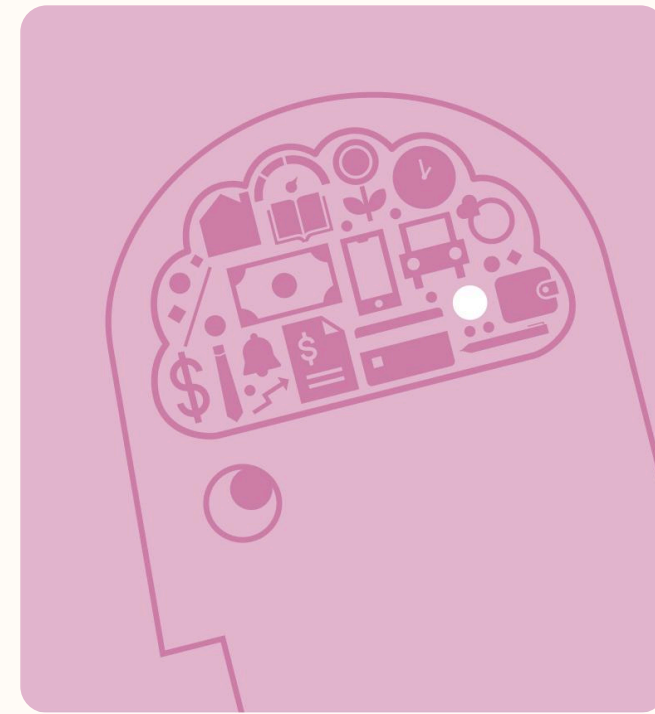
Selected work



WISR
Brand design ecosystem



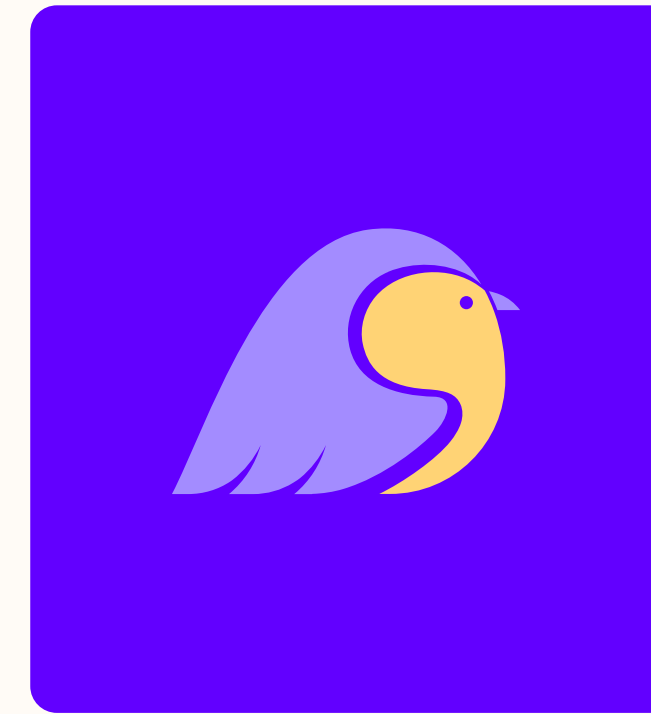
WISR
Annual Report



WISR
Money on your Mind Report



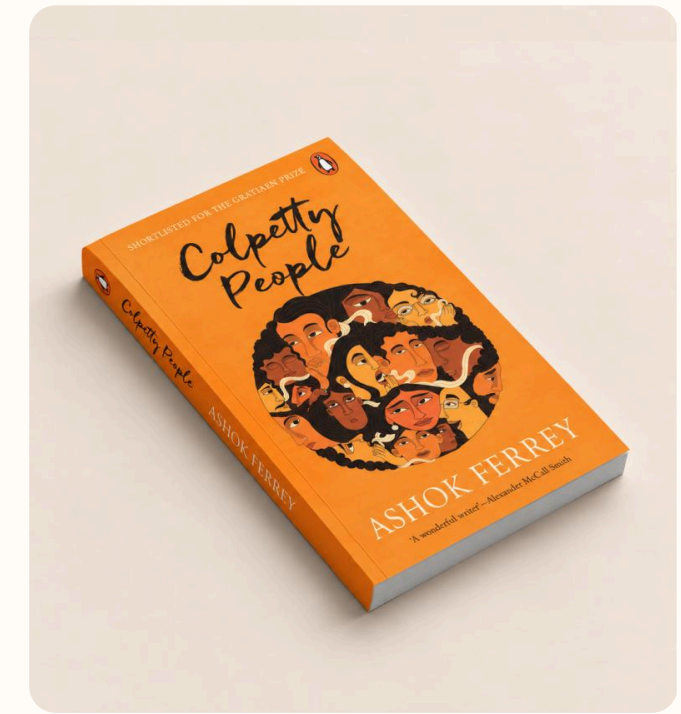
WISR
Debt Bustr



SKILLSROBIN
Brand refresh



ORANGE WINE SOCIAL
Brand identity



PENGUIN RANDOM HOUSE
Book jacket illustrations



Wisr

Brand design ecosystem

Fintech
Sydney, Australia
2023–2026

Wisr is a brand focused on smarter money decisions, and speaks to audiences with different needs: direct customers, B2B brokers and employees.

As Wisr's Senior Brand Designer, I built one connected system of brand experiences that flexed across each audience while staying recognisably Wisr.

This improved consistency and communication, giving the brand a base to launch fresh creative, like monthly marketing themes, to keep audiences engaged.

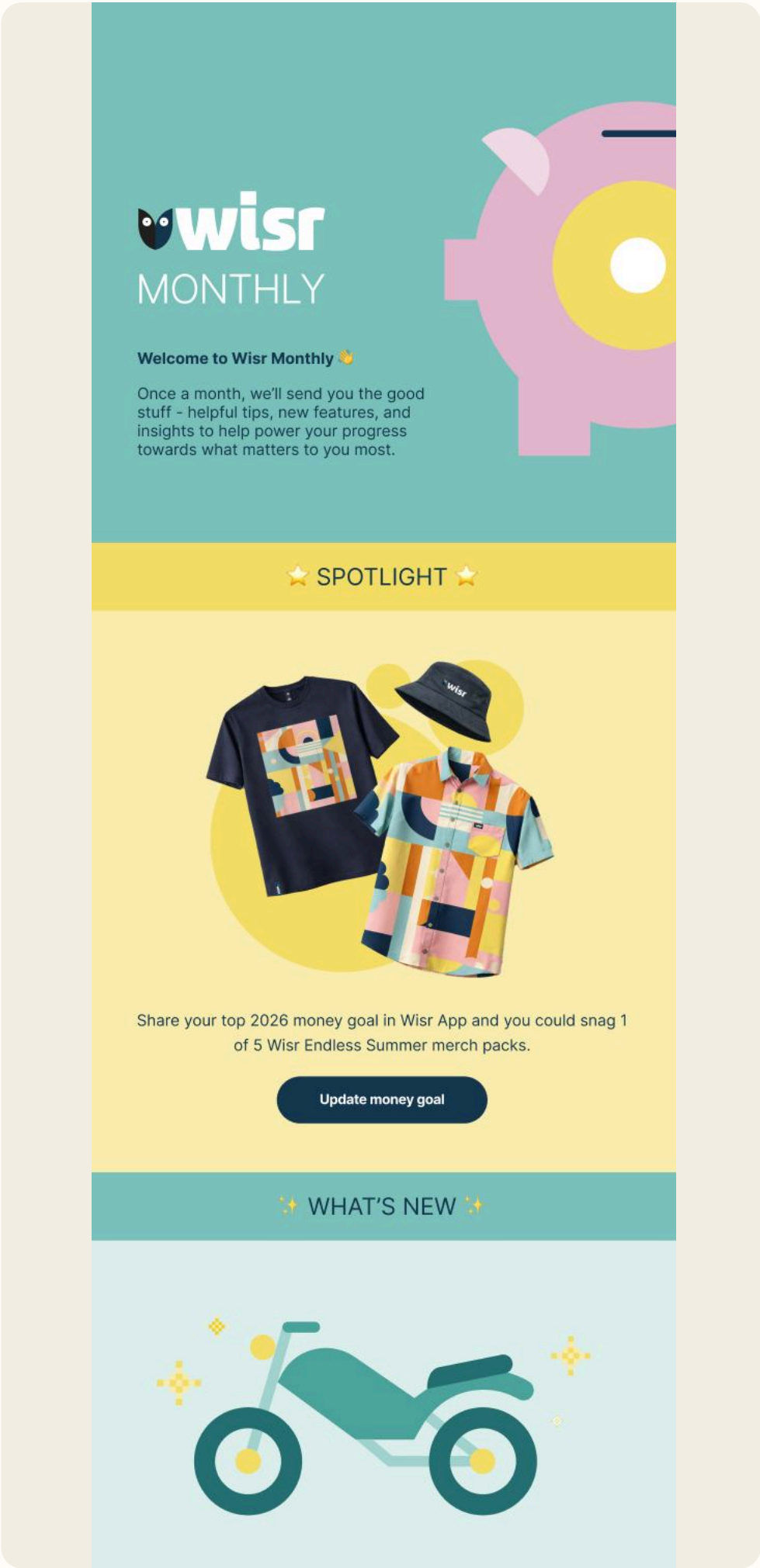
SCOPE

Brand design
Art direction
Campaign design
Email design
Experience design
Merchandise & packaging
Illustration
Motion

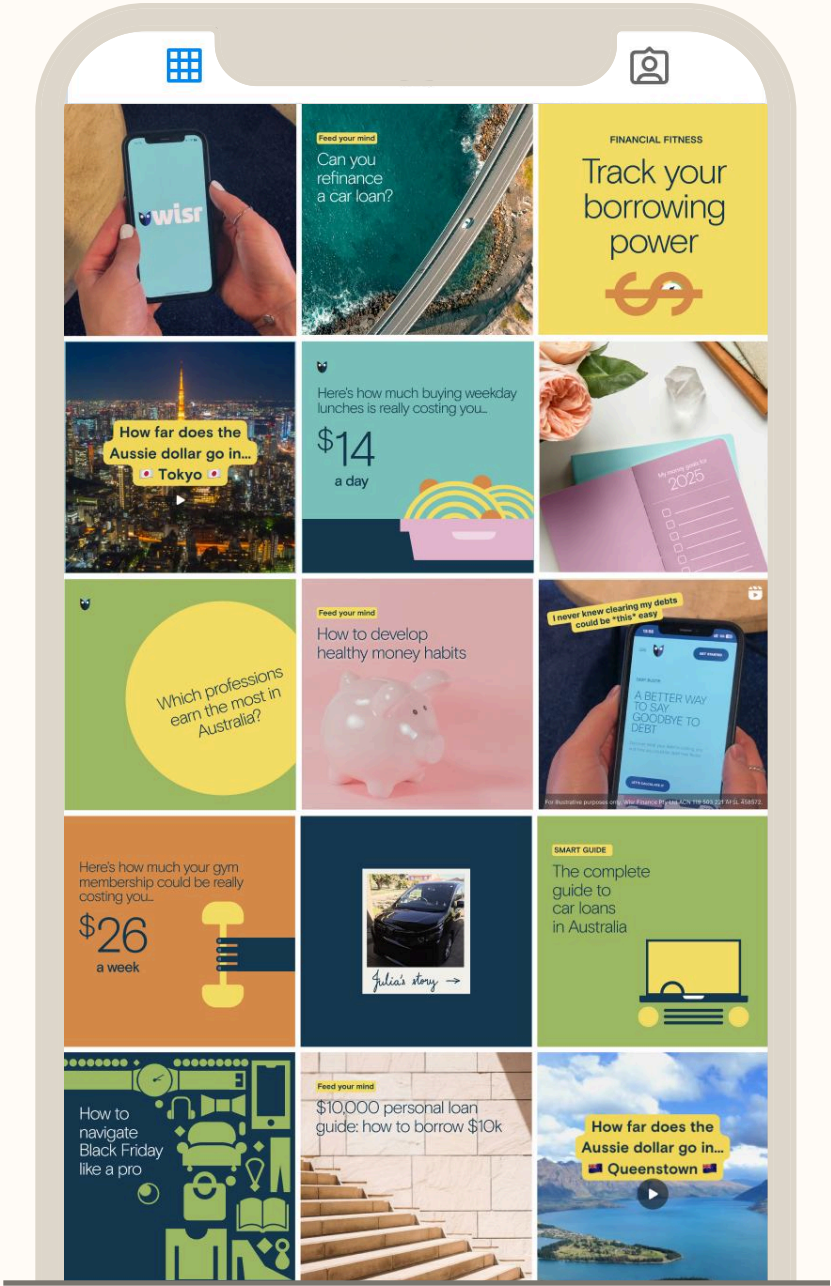


Direct customer brand experience

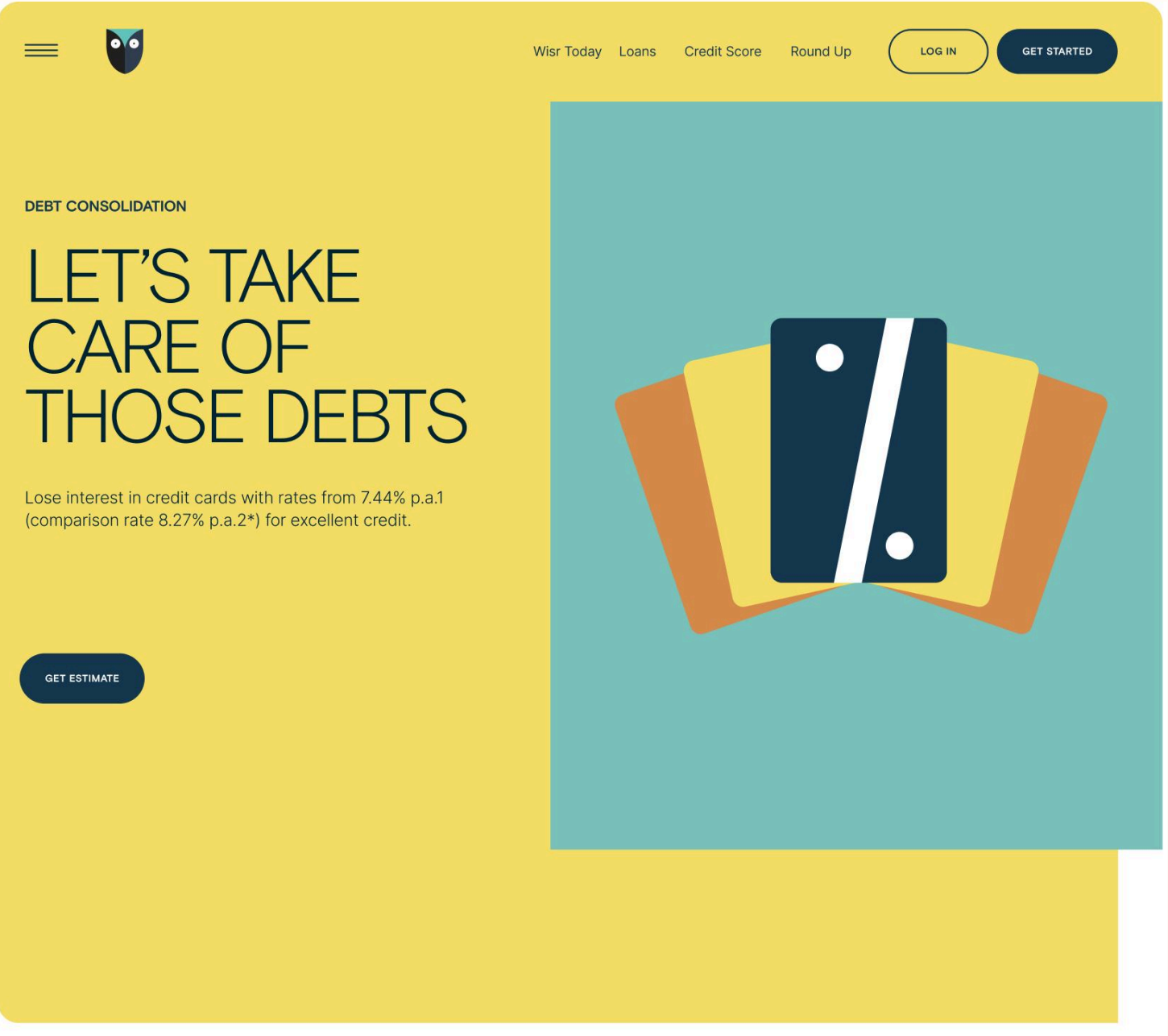
Direct customer newsletter



Socials



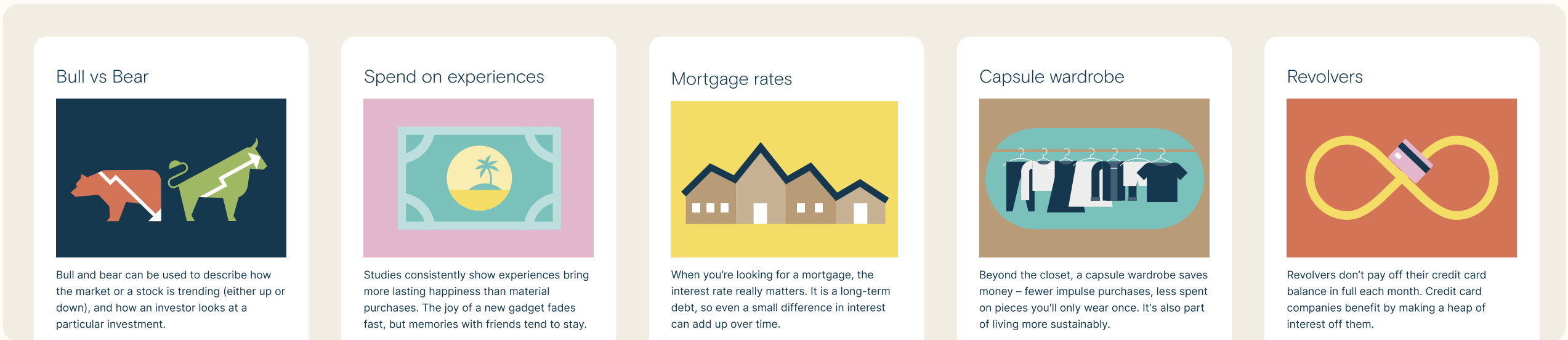
Landing page graphics



App feature animation art direction



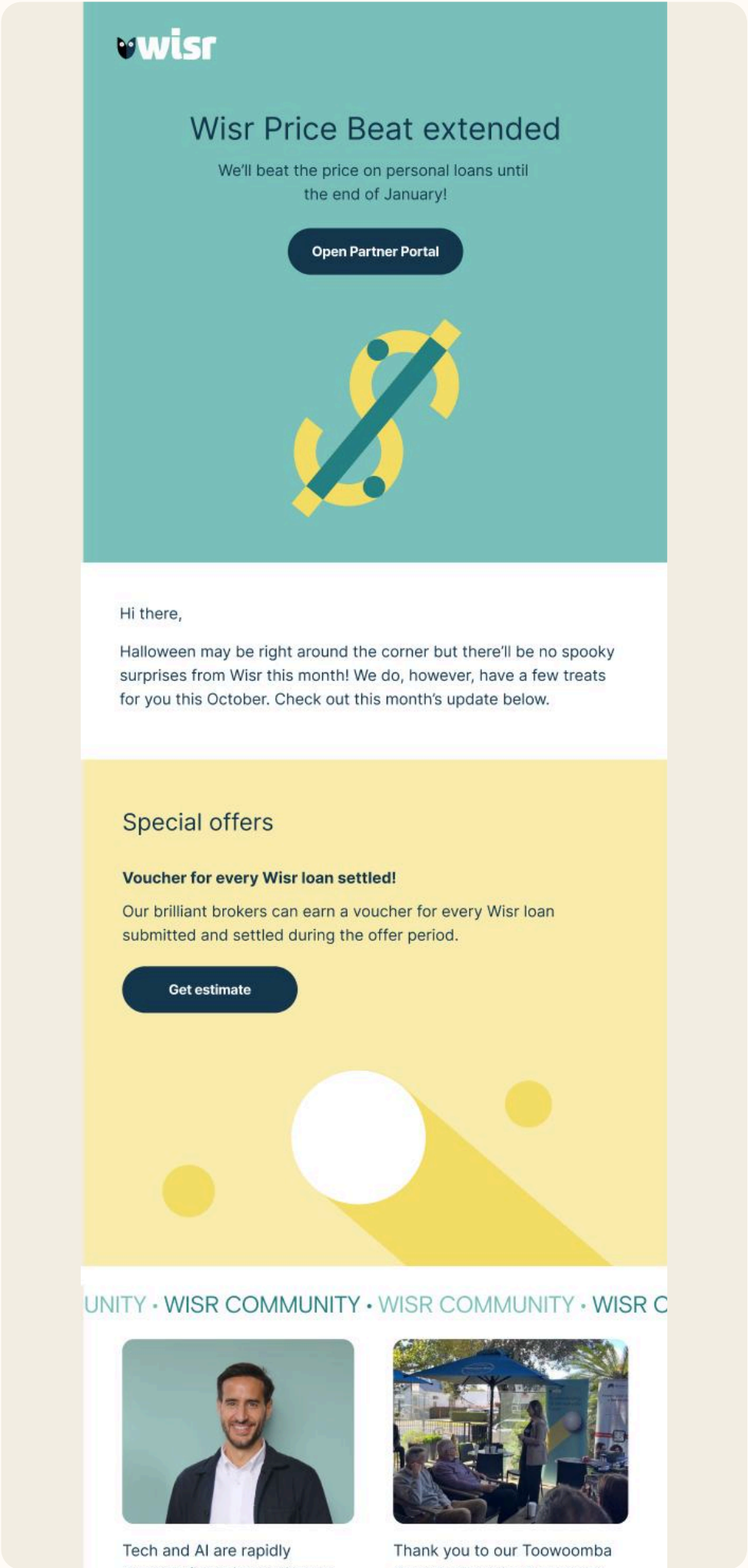
In-app money coaching content





Broker (B2B) brand experience

Broker newsletter



Exhibition presence and merch



"I had a broker today who is getting accredited with us purely based on our set-up – she was so connected to the pastels and branding! It's a huge draw card for us."

– WISR BDM



Monthly marketing themes



It's End Of Financial Yeehaw, baby

Get a 0.5% rate discount on debt consolidation loans

Get an estimate



Howdy,

Want to get your finances in fine form before the new tax year? Well, saddle-up because you can now bag a 0.5% rate discount on Wizr debt consolidation loans until the end of this financial yeehaw!

Get a [quick estimate now](#) to see your discounted rates.



Next Level November



Deck the Deals December



Jumpstart Jan



Fast track Feb



Monster March



Accelerate April

Every month, I led the design of new marketing themes for comms to broker and direct audiences. This freshened up messaging and re-engaged these audiences, while giving the brand space to evolve.



Employee brand experience

Visual identity for WISR values

Courageously ask “what if?”

Heart for the customer

Be a stunning colleague

Growth over comfort

Smarter parts together

Branded interior fitout consultation with interior architects Geyer Valmont



Team graphics for staff wiki

Payment solutions

Customer experience

Engineering

Financial assistance

IT support

Product marketing

Staff merch and perks





Wizr

Annual Report & investor storytelling

Fintech
Sydney, Australia
2025

Wizr updated their strategic theme to “Power to Progress” in 2025, in time for the release of their Annual Report.

Having led the design of Wizr’s investor material since 2020, I gave this theme a visual identity, evolving existing brand elements to mirror the momentum of Wizr’s growth trajectory, and working closely with Executives and senior stakeholders to bring it to life in Wizr’s Annual Report and investor communications.

The release outperformed Wizr’s own benchmark for investor engagement, alongside strong market call attendance
and coverage of 10+ publications
including the AFR.

SCOPE

Art direction
Brand design
Presentation design
Campaign design
Publishing
Layout
Illustration



Visual narrative and evolution

2023: Moderated growth



2024: Return to growth



2025: Continued momentum and progress



Having led the design of WISR’s previous Annual Reports to visually depict the company’s growth trajectories, I evolved the 2025 visuals to celebrate the company’s continued growth and new strategic positioning.



Annual Report books





Full Year Results and investor touchpoints

</



WISR

Money on your Mind Report

Fintech
Sydney, Australia
2025–2026

Money on your Mind is WISR's annual research report on how Australians feel about their finances.

This was the first time WISR required a report that needed to engage both its B2C and B2B audiences. This challenged me to create designs that made the data engaging to both audiences while maintaining a consistent narrative across all touch points.

The reports and campaigns surrounding them led to increases in loan estimates and applications as well as active users on the app, and media coverage positioning WISR as a thought leader in the space.

SCOPE

Brand design
Data visualisation
Content design
Campaign design
Email design
Web design
Illustration



Money on your Mind Report 2025

MONEY ON YOUR MIND REPORT

FEBRUARY 2025

Insights from over 4,000 Australians

Key findings

2 in 3 Aussies think about their finances at least once a day

80% feel confident about their current financial situation

7 in 10 Aussies took steps to improve their financial literacy in 2024

80% wouldn't trust an AI chatbot to provide accurate financial information, education or advice

8 in 10 brokers said their clients are looking for more than just the cheapest rate

95% of brokers believe that broking is a growing industry

WISR MONEY ON YOUR MIND REPORT 2025

2

1

It's all about confidence, baby

The past few years haven't been easy on Australians' finances. The rising cost of living and macroeconomic uncertainty have put a strain on many households' budgets, and for 20% of Aussies, this is still the case.

However, going into 2025, the feeling among Australians is decidedly positive. 80% of consumers say they feel that they're in a good place financially. Confidence levels are slightly higher among men than women, and older generations feel marginally better about their finances than younger age groups.

However, this overarching positive outlook isn't matched by brokers. Only 63% of brokers believe their clients are confident about their finances, although they did agree that the cost of living is the primary cause for clients feeling uncertain about their financial situation.

80% feel confident about their current financial situation

WOMEN

75% confident vs 25% unconfident

86% confident vs 14% unconfident

MEN

KEY REASONS FOR LOW CONFIDENCE

1 Cost of living

2 The macroeconomic environment

3 Their own spending habits

63% of brokers believe their clients are confident about their finances

95% of brokers cited the cost of living as causing lower financial confidence

WISR MONEY ON YOUR MIND REPORT 2025

3

2

Cents and sensibility

Money. 2 in 3 Aussies think about it daily. But why is it so persistently on the mind?

Well, with evident macroeconomic stressors, it's not surprising that Aussies' thoughts are never too far away from their finances.

Shopping, household budgeting and paying bills were all primary factors bringing money front of mind in 2024, with a third of Australians mentally checking in with their finances every time they made a purchase.

2 in 3 Aussies think about their finances at least once a day

Women tend to think about money more often than men

WHAT'S BRINGING MONEY TO FRONT OF MIND?

1 in 3 Aussies think about money every time they make a purchase

1 in 4 think about money when doing weekly or monthly budgets

1 in 4 think about money when bills or repayments are due, or at the end of each pay cycle

HOW OFTEN AUSSIES THINK ABOUT THEIR FINANCES

At least daily 64%

Weekly 27%

Monthly 6%

Every few months 2%

Rarely 1%

WISR MONEY ON YOUR MIND REPORT 2025

6

Credit cards are still king, but consumers are now looking for added benefits and finance products better suited to their needs.

When it comes to borrowing, credit cards are still king. Over half of the Australians surveyed have credit cards in their wallets, with a quarter of credit card owners using their cards to make the most of added benefits, such as spending rewards, airport lounge passes and other additional perks.

Despite the assumption that the majority of Australians simply stick with the Big Four, 60% of those surveyed shopped around for the best deals or sought out a better card for their needs, rather than simply opting for the same provider time and time again.

BUY NOW, (RE)PAY LATER

52% of Aussies have a credit card

32% of credit card users have more than one credit card

1 in 4 chose the card for its additional benefits, like points or lounge passes

1 in 10 selected the card with the lowest fees

2 in 5 Aussies selected their credit card because they had a pre-existing relationship with the financial institution

WISR MONEY ON YOUR MIND REPORT 2025

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“There’s been a one-size-fits-all approach in Australia for too long. Now, as more fintechs enter the market, consumers are realising that they have more choice and that they can seek out products that are better suited to their needs.”

JAMES GOODWIN
Chief Growth Officer, WISR

WISR MONEY ON YOUR MIND REPORT 2025

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[View the full 2025 report](#)

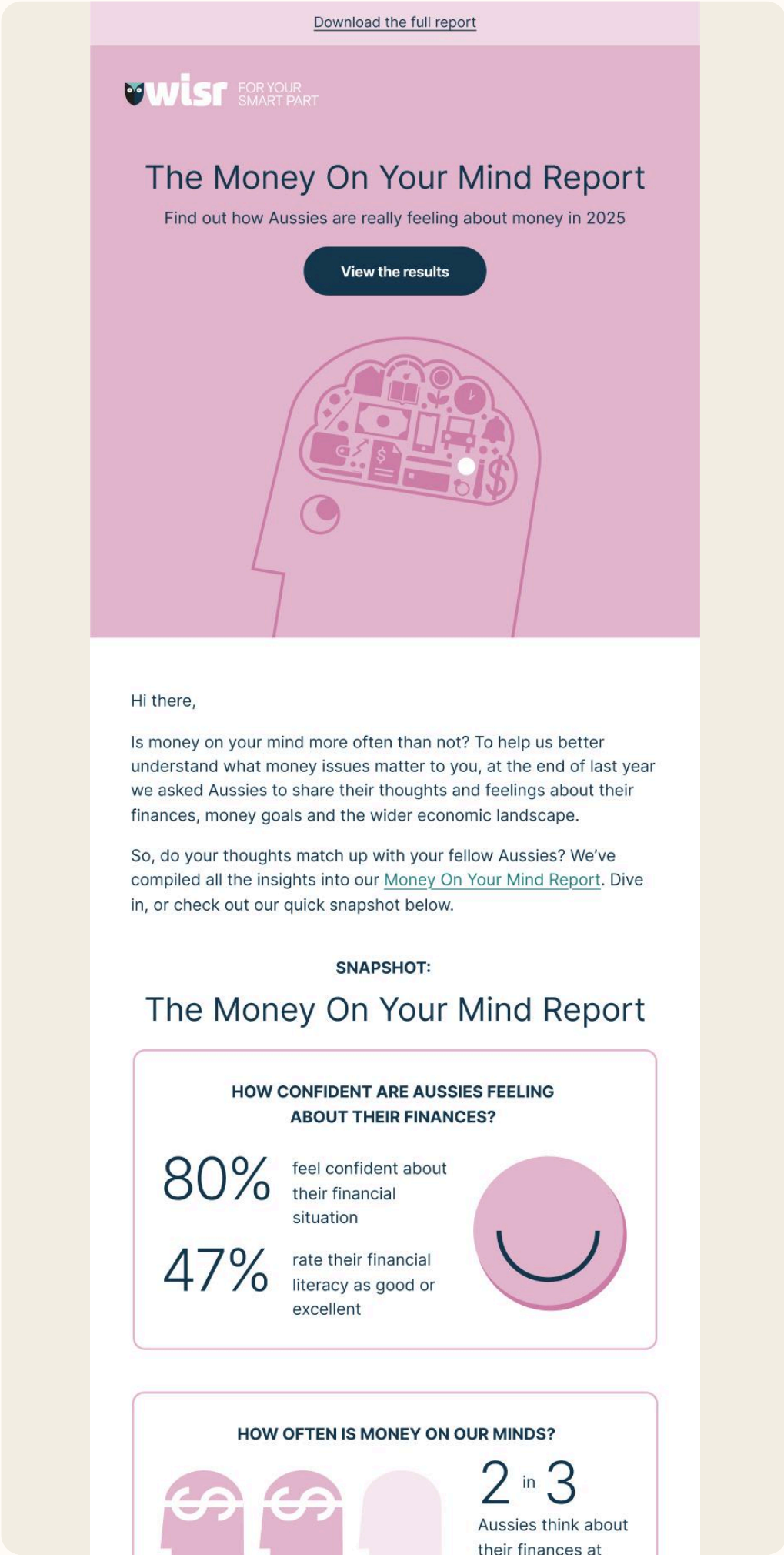
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Money on your Mind 2025 launch

Launch email



Launch event





Money on your Mind Report 2026

MONEY ON YOUR MIND REPORT 2026

INSIGHTS FROM OVER 2,700 AUSTRALIANS

MONEY ON YOUR MIND REPORT 2026

1. IT'S NOT ME, IT'S THE MACROECONOMIC CONDITION

Buying-Smaller-Still-Paying-Later

While 61% of Aussies say they don't have a Buy-Now-Pay-Later (BNPL) account, those who do are increasingly using BNPL for everyday purchases rather than the big-ticket items it was originally designed for.

CUSTOMERS' ACTIVE BNPL ACCOUNTS BREAKDOWN

Count	Percentage
One	54%
Two	37%
Three	7%
Three+	2%

YEAR-ON-YEAR COMPARISON OF MOST POPULAR BNPL USES

Use	2025*	2026
Big ticket purchases	41%	28%
Smaller purchases	21%	39%

HOOT TIP

WISR offers structured personal and asset finance loans with clear repayments, helping customers avoid the financial drift that can come with everyday BNPL use.

*Source: WISR's 2025 Money On Your Mind Report

MONEY ON YOUR MIND REPORT 2026

2. PROGRESS IS A PROCESS

Aussies' money reality: goals and roadblocks

TOP FINANCIAL GOALS

1 in 3 Aussies saw building their savings as their top financial goal

1 in 4 said it was clearing their debts

93%

of brokers believe Australians are looking to brokers to help them reach their personal and financial goals

HOW AUSSIES SEEK FINANCIAL GUIDANCE

Source	2025*	2026
Discussing finances with family and /or friends	29%	27%
Self-education through modern sources [†]	27%	19%
Self-education through traditional media [†]	23%	15%
Spoken with a professional	19%	17%

TOP 3 FINANCIAL ROADBLOCKS

- Making decisions without enough information (25%)
- Too many accounts to manage (22.5%)
- Lack of clear information (17%)

TOP 3 GOALS THAT AUSSIES SAY ARE OUT OF REACH:

- Early retirement (19%)
- Home ownership (18%)
- Debt freedom (17%)

Going into 2026, 12% said that they hadn't done anything to move forward financially. Consumers were not as focused on seeking financial guidance as they had been in previous years.

* Source: WISR's 2025 Money On Your Mind Report
* Modern sources examples include listening to personal finance podcasts, social media etc.
† Traditional media examples include reading finance related books, news articles and broadcast segments

MONEY ON YOUR MIND REPORT 2026

"We're continually improving WISR's loan process to make it easier and simpler. Automation is driving faster decisions, with funds dispersed in real time via the NPP. But most importantly, our team is always available to help with a human touch when needed."

SAM HARDING
Chief Operating Officer,
WISR

MONEY ON YOUR MIND REPORT 2026

3. FIGURING OUT THE FINE PRINT

Dollars and decisions in daily life

MOST CONFUSING FINANCIAL TOPICS

Investment options	19%
Cryptocurrency	18%
Tax and deductions	15%

MOST USEFUL MONEY TOOLS

Banking apps	31%
Shopping rewards /cashback	21%

TOP PAIN POINTS FOR BROKER CUSTOMERS IN LOAN APPLICATION PROCESSES

Understanding their maximum borrowing capacity	40%
Supplying bank statements and other supporting documents	35%

AUSSIES' TOP FINANCIAL ACCOUNTS

Everyday transactions	19%
Savings accounts	18%
Superannuation	15%

LEAST USEFUL MONEY TOOLS

Subscription management tools	3%
AI-powered tools for finance	3%

MONEY ON YOUR MIND REPORT 2026

4. TRUST CAN'T BE BOUGHT

Skepticism is bursting the AI bubble

AI may be key to progressing automation in many areas, but consumers remain sceptical about its use in financial services.

2 in 3

brokers are currently leveraging AI

CONSUMER CONFIDENCE IN AI FOR FINANCIAL ASSISTANCE

11%	were highly confident
41%	ranked in the middle
48%	had low confidence

HUMAN OVERSIGHT AND TRANSPARENCY DRIVE AI CONFIDENCE

Human oversight (23%) and transparency about how it works (22%) are the top factors that would help Aussies feel more confident leveraging AI for financial tools.

HOOT TIP

WISR uses AI to improve efficiency and provide smarter insights, but always with human oversight. Customers can speak to our support team whenever they need, so there's always a real person behind every decision.

[View the full 2026 report](#)

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Money on your Mind 2026 launch and campaign

Launch email



FOR YOUR SMART PART

Introducing Wisr's 2026 Money On Your Mind Report

Find out how Aussies are really feeling about money in 2026

View the report



MONEY ON YOUR MIND REPORT 2026



INSIGHTS FROM OVER 2,700 AUSTRALIANS

Hi there,

Thank you for sharing your insights in our 2025 survey! 🍷 With so many Australians thinking about money, we wanted to share what we learned from over 2,700 consumers and brokers.

From financial confidence to the tools people use, the barriers they face, and what will help them make progress in 2026 - you can now see how your experiences compare.

👉 Check out the [full report here](#) or scan the highlights below!

2026 Money On Your Mind Highlights

84% OF CONSUMERS WERE CONFIDENT GOING INTO 2026

TOP REASONS HOLDING AUSSIES BACK FROM FINANCIAL PROGRESS



Rising cost of living



Existing debt



Income not matching expenses



Cost of rent/ mortgage

TOP FINANCIAL GOALS

1 in 3 Aussies saw building their savings as their top financial goal

Launch event and webinar





WISR PRESENTS

MONEY ON YOUR MIND

February 2026

Nicole Evans
Head of Broker, Wisr



INSIGHTS FROM OVER 2,700 AUSTRALIANS

Money Habits quiz



How do your money habits compare to other Aussies?

Take the quiz to find out!

Start quiz



Hi there,

[Wisr's 2026 Money On Your Mind report](#) shows that 84% of consumers felt confident about their finances going into 2026.

Curious how your money habits stack up against other Aussies?

Take our fun, 5-question quiz to find out if you're ahead of the pack or if there's room to grow!

Start quiz



Savvy Striver

You're building strong financial habits and steadily improving your money knowledge. You're curious, motivated, and focused on making smarter financial moves over time.

Money insights video



Surprising money insights to accelerate your April

See the money habits setting Aussies ahead

Watch video



Hi [first name],

April is in full swing and to help you accelerate your money goals, our Chief Growth Officer, Jimmy, is sharing the most surprising insights from Wisr's 2026 [Money On Your Mind report](#).

Watch this 2-min video to see:

- The money habits that really set Aussies ahead
- Common money surprises that most people don't know
- Jimmy's quick tips for smarter financial moves this April



Surprising insights from our CGO

Watch video

Check your credit scores

Our 2026 [Money On Your Mind report](#) shows that the #1 thing Australians want to make smarter financial decisions is simpler language and clearer information.



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Wisir

Debt Bustr

Fintech
Sydney, Australia
2021

Debt Bustr is Wisir's debt consolidation calculator, built to help Aussies get a picture of their debt, and see how much they could save by consolidating with Wisir.

I worked closely with Wisir's in-house copywriter to develop marketing campaign concepts for Debt Bustr, flexing the brand's irreverent side to create ads that were harmonious with the social media trends of the time. I also collaborated with the Product team on the tool's UI.

In addition to exceeding KPIs, Debt Bustr was recognised with the 2026 WeMoney Innovation of the Year Award for debt reduction, and the 2025 WeMoney Lending Innovation of the Year Award.

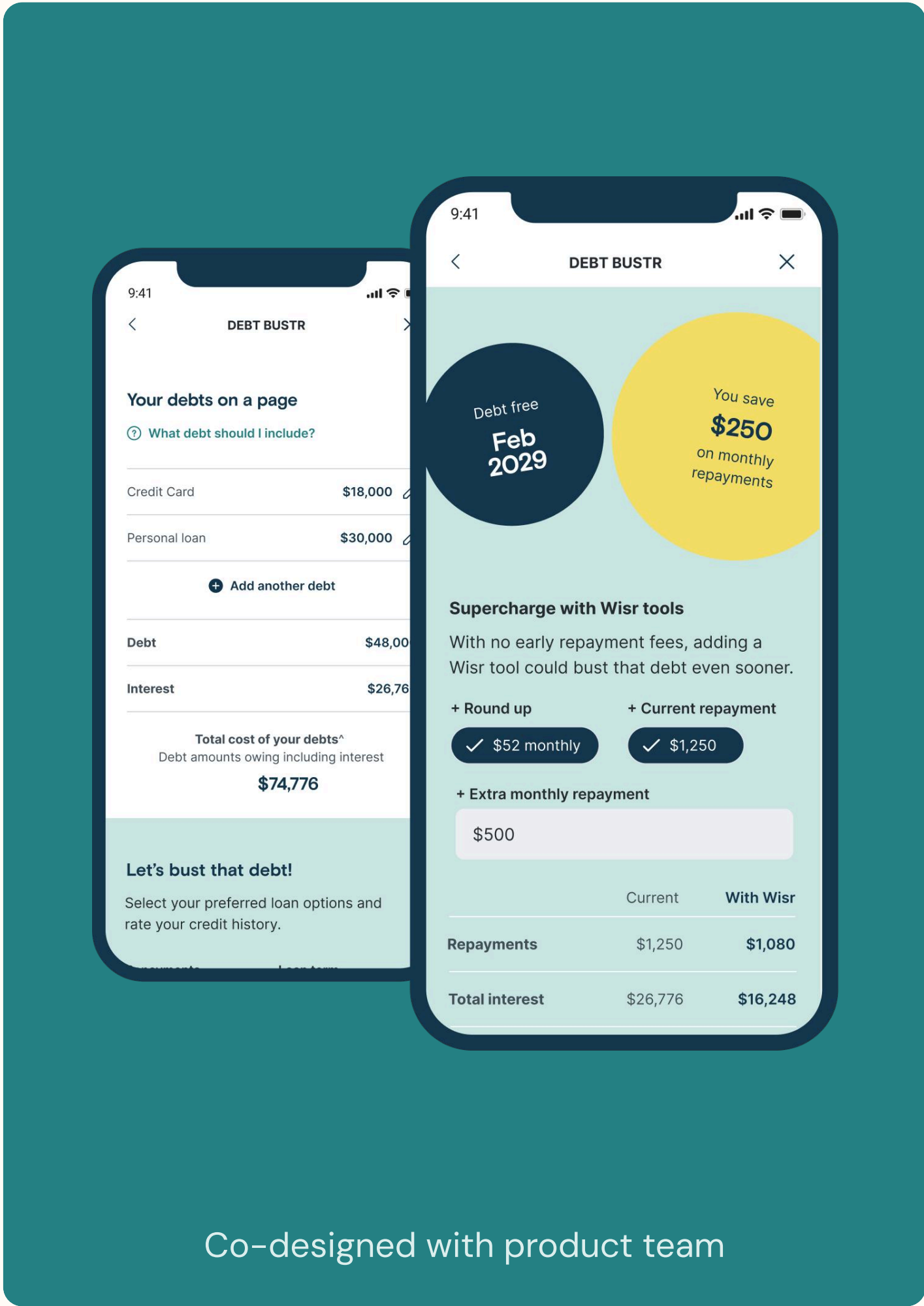
SCOPE

Brand design
UI design
Illustration
Campaign design
Email design
Web design
Motion



Debt Bustr identity

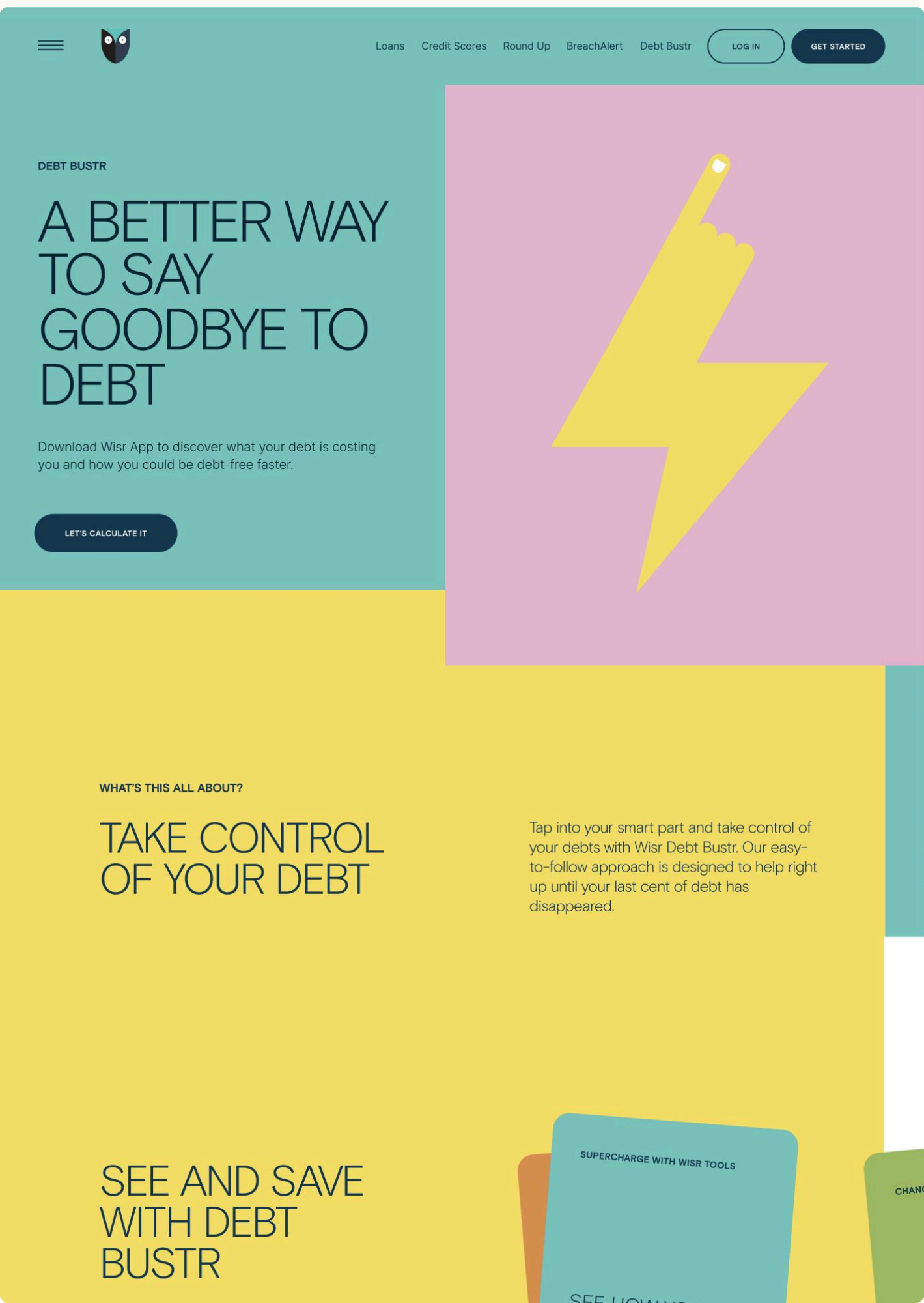
Debt Bustr consolidation calculator



Key visual



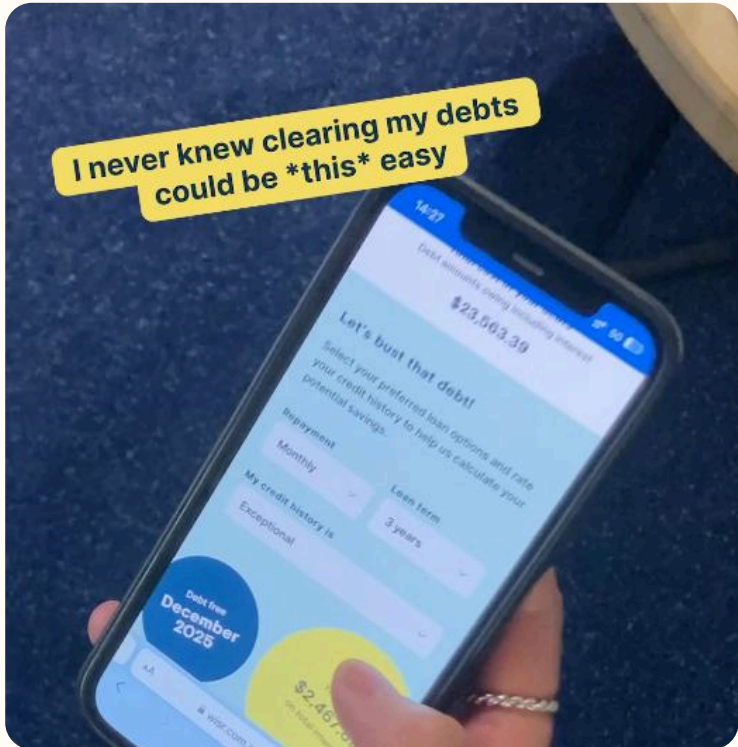
Landing page



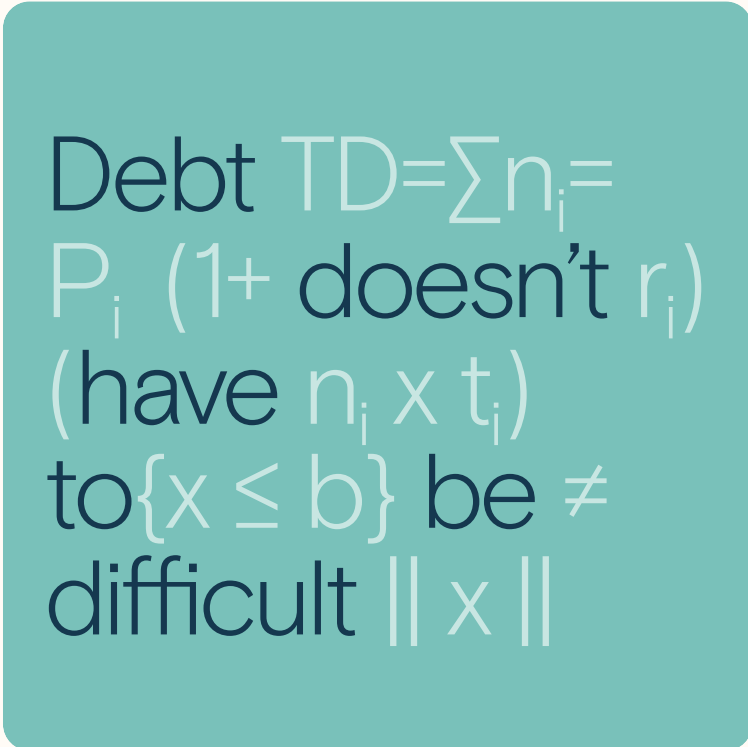
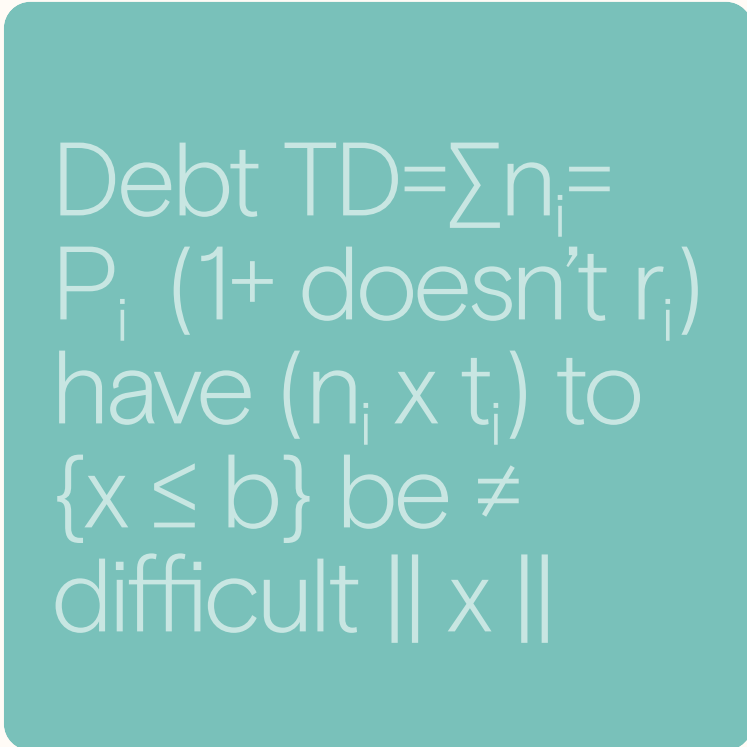


Debt Bustr Launch campaign ads

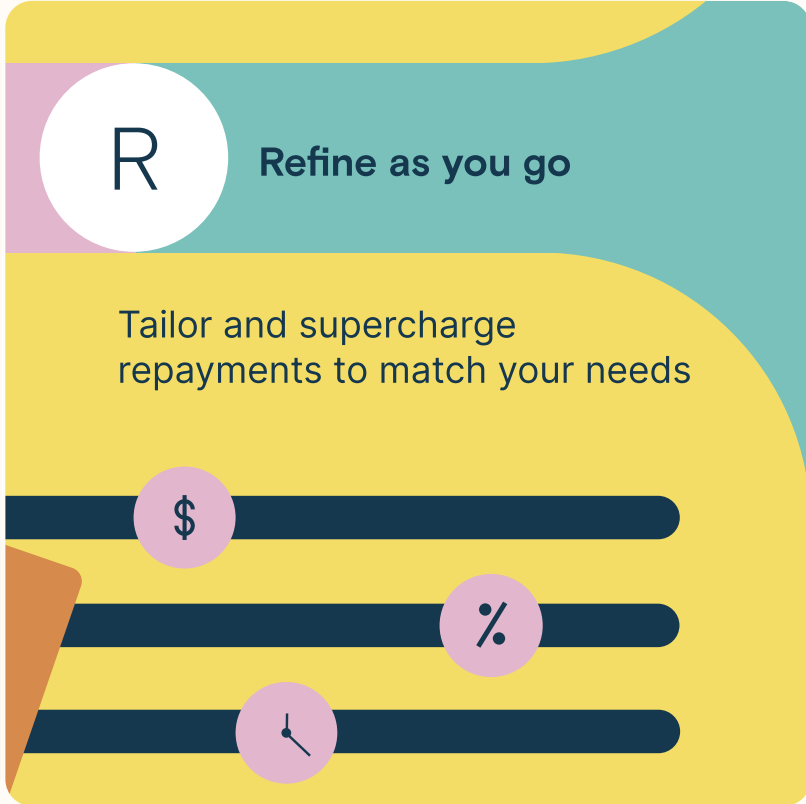
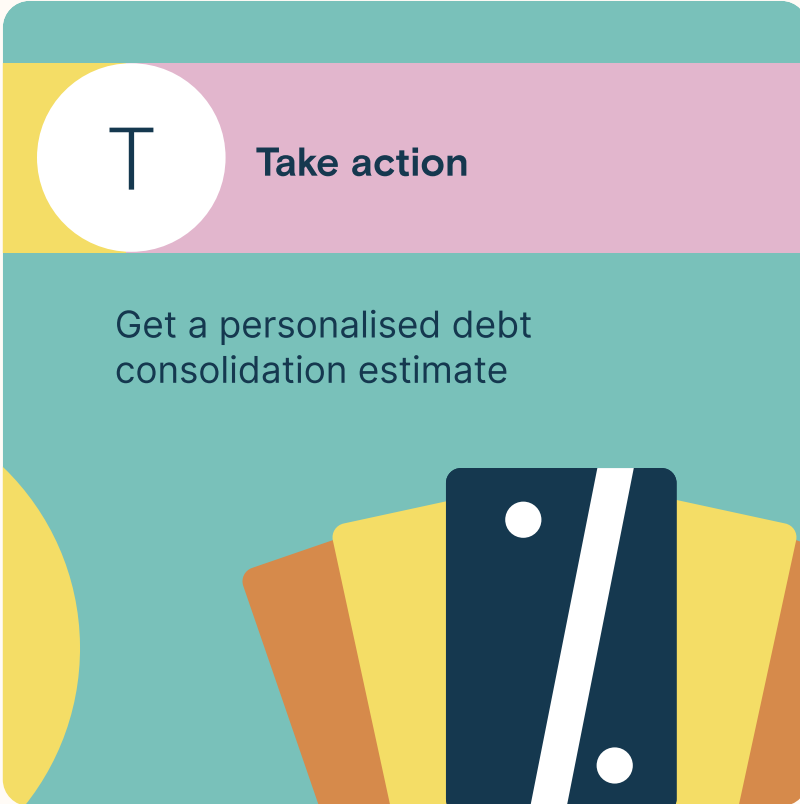
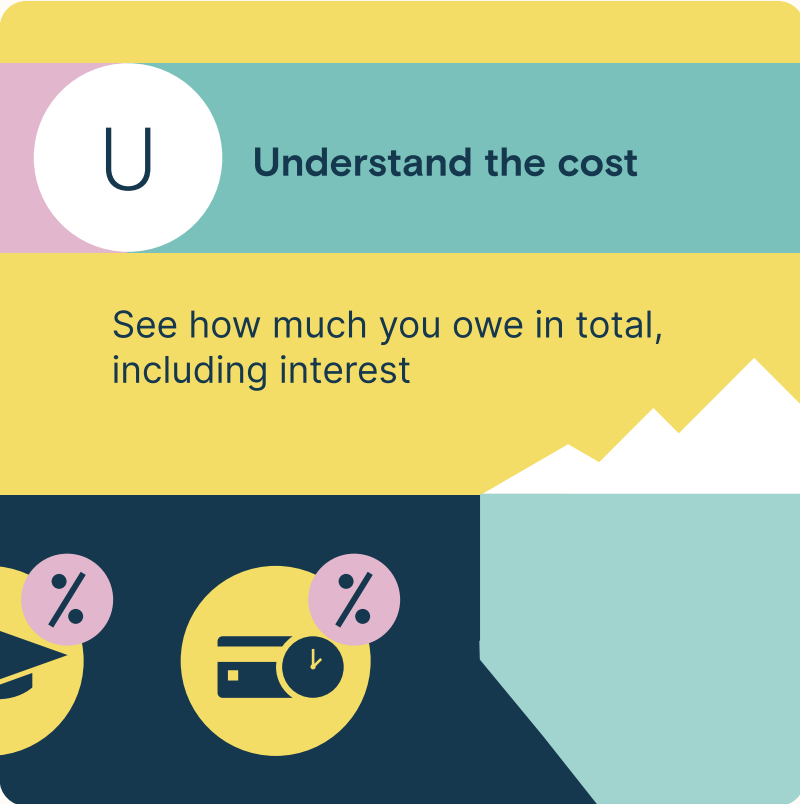
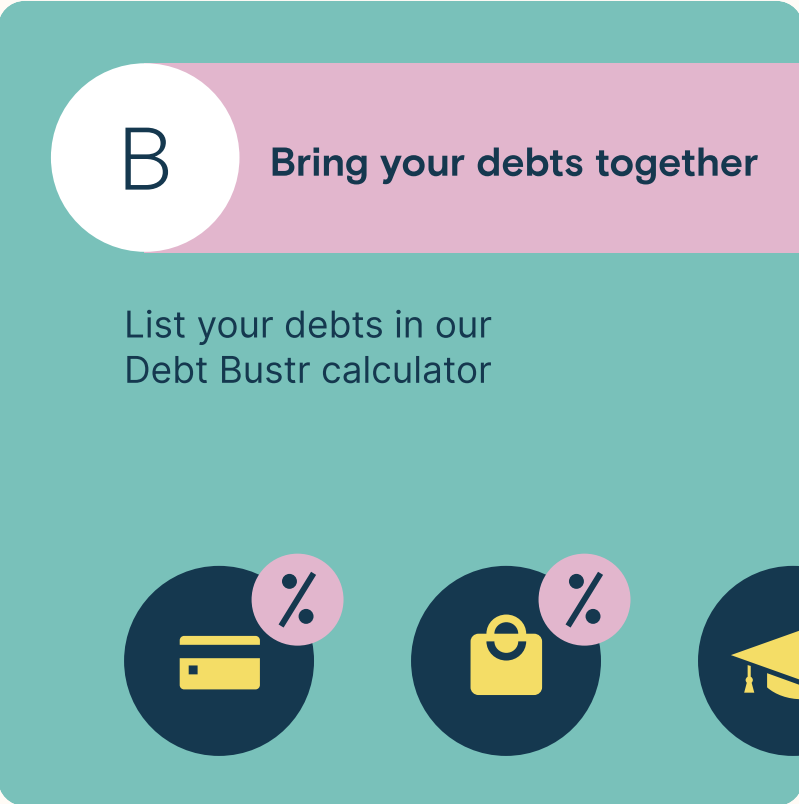
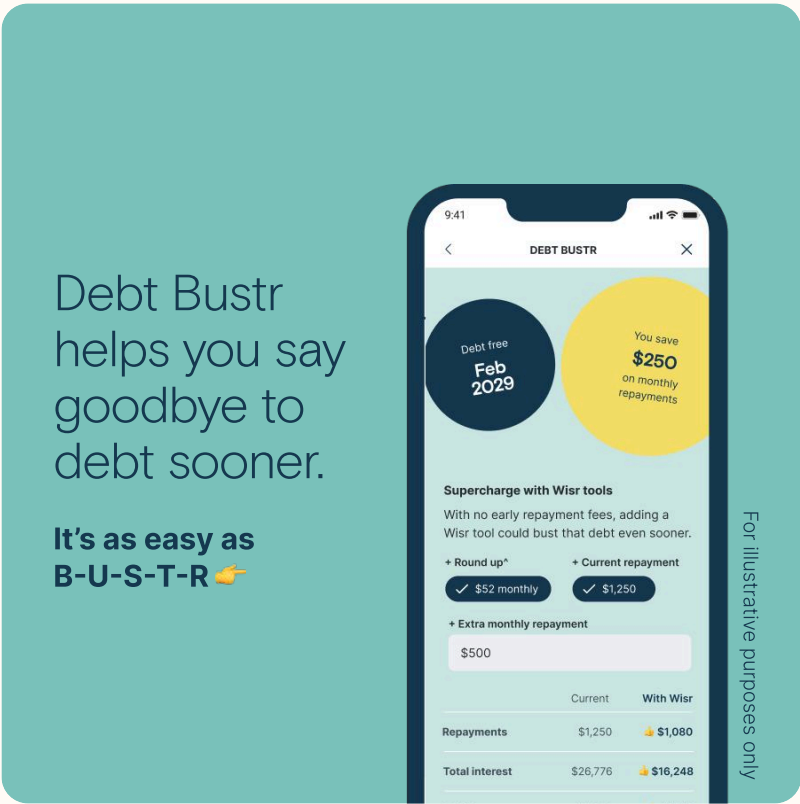
Casual, meme-style ad videos



Animated video ad (frames)



Infographic social carousel



Debt Bustr intro



The image is a screenshot of a mobile application interface for 'Wisr'. At the top, there's a teal header with the 'wisr' logo. Below the header, the main content area is white. A large, stylized yellow lightning bolt graphic is centered on the screen. Above the lightning bolt, the text reads 'Here are your Debt Bustr results' and 'You could save with a Wisr Debt Consolidation loan'. Below the lightning bolt, there's a dark blue button that says 'Get an estimate'. Further down, the text says 'Hi there,' followed by 'Great job using Wisr's Debt Bustr calculator. Here's a copy of your results*.' Below this is a yellow box with the title 'Where you stand today'. Inside this box, it says 'Your current total debt is \$48,000.' and 'Based on your current repayments, this will accrue \$26,766 in interest and you'll have spent \$74,776 by the time it's all paid off.' Below the yellow box, the text reads 'What could be possible with a Wisr Debt Consolidation loan'. Underneath this, it says 'Based on what you told us:'. There are two cards below this text. The left card is dark blue and says 'You could be debt free by Feb 2029' with a calendar icon, and 'Current: Jun 2029'. The right card is yellow and says 'You could save \$250 on monthly repayments' with a coin icon, and 'Current: \$750 With Wisr: \$500'. At the bottom of the screen, there's a light blue footer section. It starts with 'Supercharged with these Wisr tools:' followed by a list of three items: '✓ Round Up', '✓ Continuing current repayment', and '✓ Extra monthly repayment of \$500.00'. Below this list, it says 'We calculated this based on an indicative Wisr rate: (11.34%)¹ p.a. (comparison rate (12.86)%²), as well as your inputs:'. At the very bottom, there's a list of two items: '• Repayments: Monthly' and '• Loan term: 5 years'.

The image displays two side-by-side email newsletters from Wisr. The left newsletter has a teal header with the title "Keep credit cards at bay" and a subtitle "Debt Bustr exclusive". Below the title is an illustration of a brown wallet with a dark blue card sticking out. The main body of the newsletter is white with a light green background. It starts with "Hi there," followed by a paragraph about the temptation of using credit cards. Then, it lists three points: 1. Cancel your credit card (with a red X icon), 2. Stick your credit card in the freezer (with a water drop icon), and 3. Set a savings goal (with a piggy bank icon). Each point includes a brief explanation. The footer is yellow with contact information and social media links. The right newsletter also has a teal header with the title "3 zero effort money saving tricks" and a subtitle "Debt Bustr exclusive". Below the title is an illustration of a pink piggy bank with three gold coins above it. The main body is white with a light green background. It starts with "Hi there," followed by a paragraph about saving money. Then, it has a "Read blog" button and a section titled "Want to start saving faster?" which explains the "Round Up" feature. To the right of this text is a smartphone screen showing a banking app interface with a balance of \$545.00 and a "Round up" button. The footer is yellow with support information, a "WHAT WE DO" section listing services like Loans, Credit Scores, BreachAlert, and Round Up, and a "GET WISR APP" section with a QR code.



SkillsRobin

Brand refresh

Recruitment startup
Sydney, Australia
2026

SkillsRobin matches dev talent with early stage startups. A startup themselves, their original logo came from a UI template, and they wanted to redesign the look and feel of the brand to elevate their presence as they grew.

I worked with SkillsRobin's founder to refresh this brand to better represent its identity with a new logo and supply an easy to execute brand identity for their social media presence.

The result was a sleeker and more considered brand, giving SkillsRobin a more credible, design-led presence as it competed for its core audiences' attention.

SCOPE

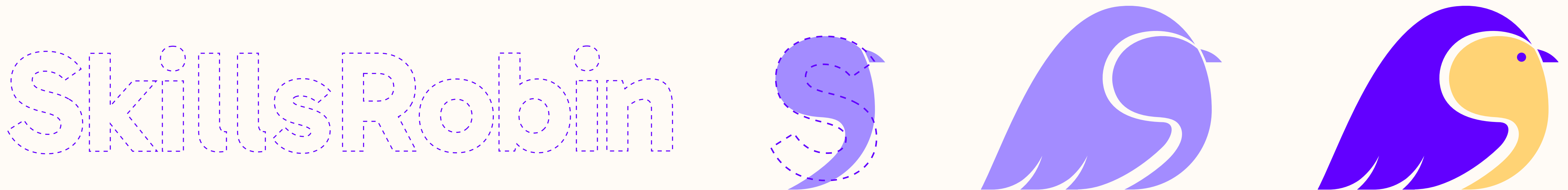
Logo design
Brand identity & guidelines
Content design



Logo design



Brandmark development

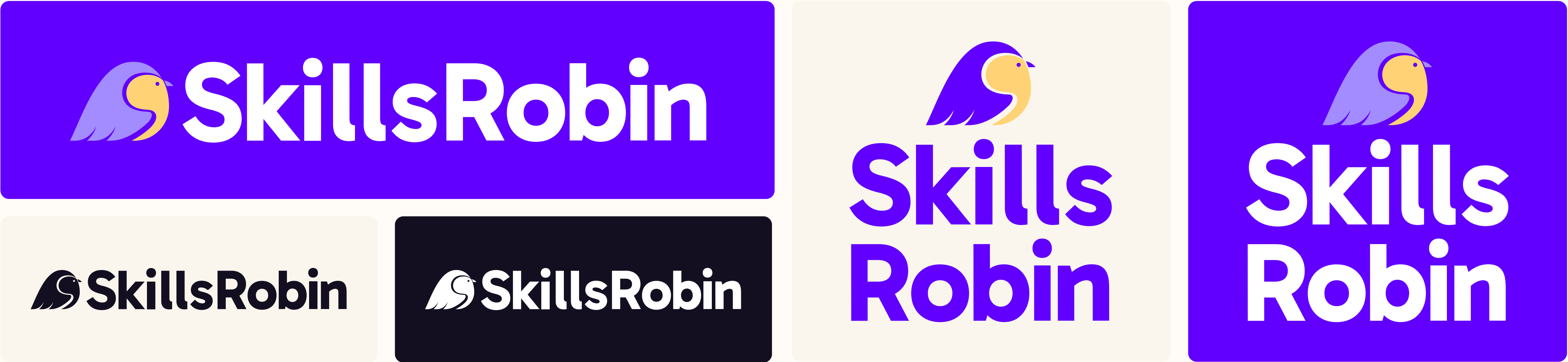


I designed the logo to feature a robin brandmark with shapes derived from the wordmark's letterforms. The interlocking shapes represented SkillsRobin's key function by subtly referencing the idea of a good "fit".

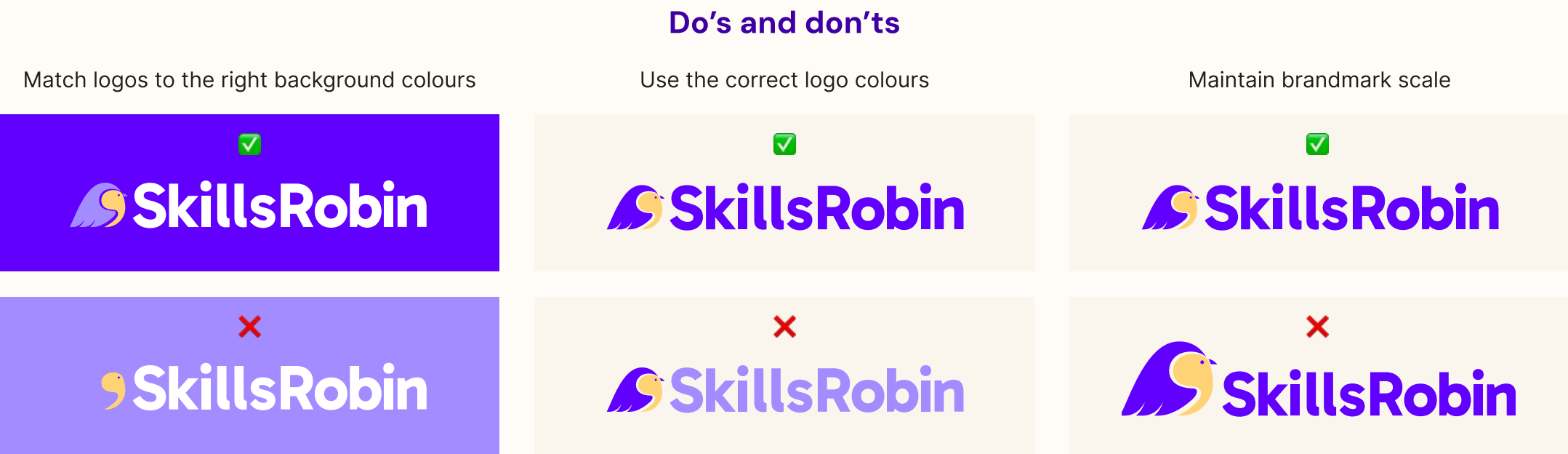


Logo kit

Logo variations



Usage guidelines





Brand pack and LinkedIn templates

Typography

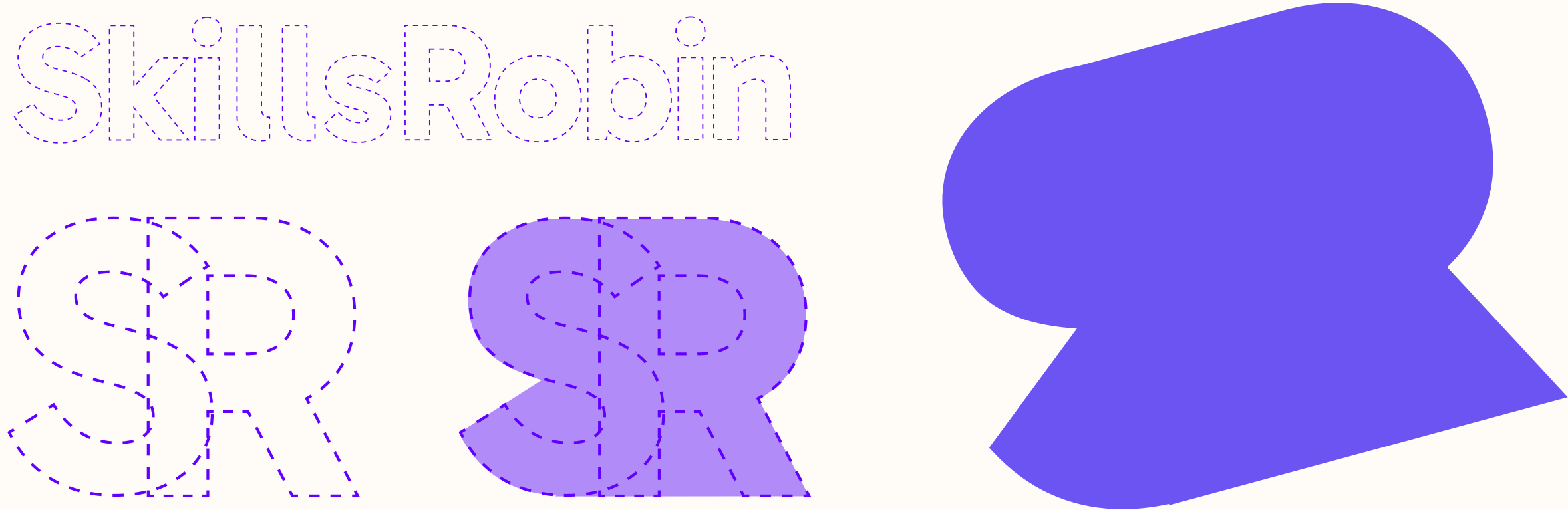
Header

Subheader

Caption

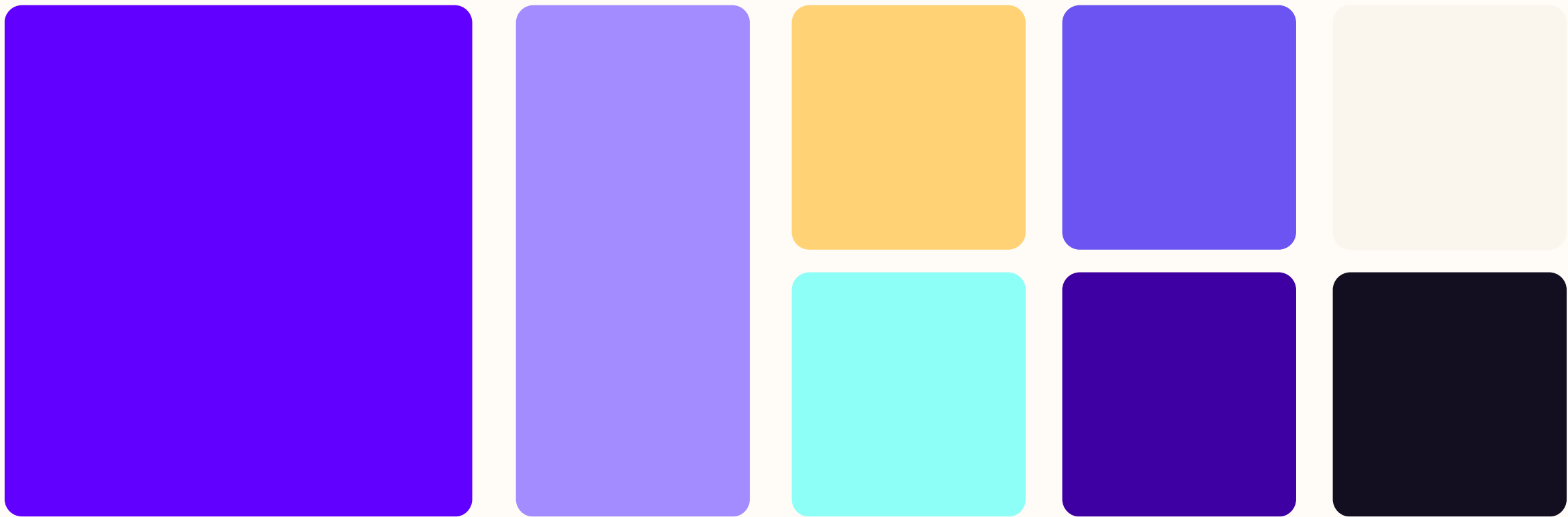
Body text

Brand device development



The client requested a brand device that could be used alongside the logo in social posts.

Colour palette



LinkedIn templates





Orange Wine Social

Brand identity

Wine Bar
Orange, NSW
2026

Orange Wine Social is a wine bar under construction in Orange, NSW, built around the mountain that shapes the region's wine climate and the sense of community the bar hopes to create.

I developed a brand identity for the space, researching the local wine bar landscape to make sure the mark, palette and typography was distinct, while staying true to both themes.

This set the brand in good stead as it built its presence in the region.

SCOPE

Logo design
Brand identity & guidelines
Illustration
Packaging design



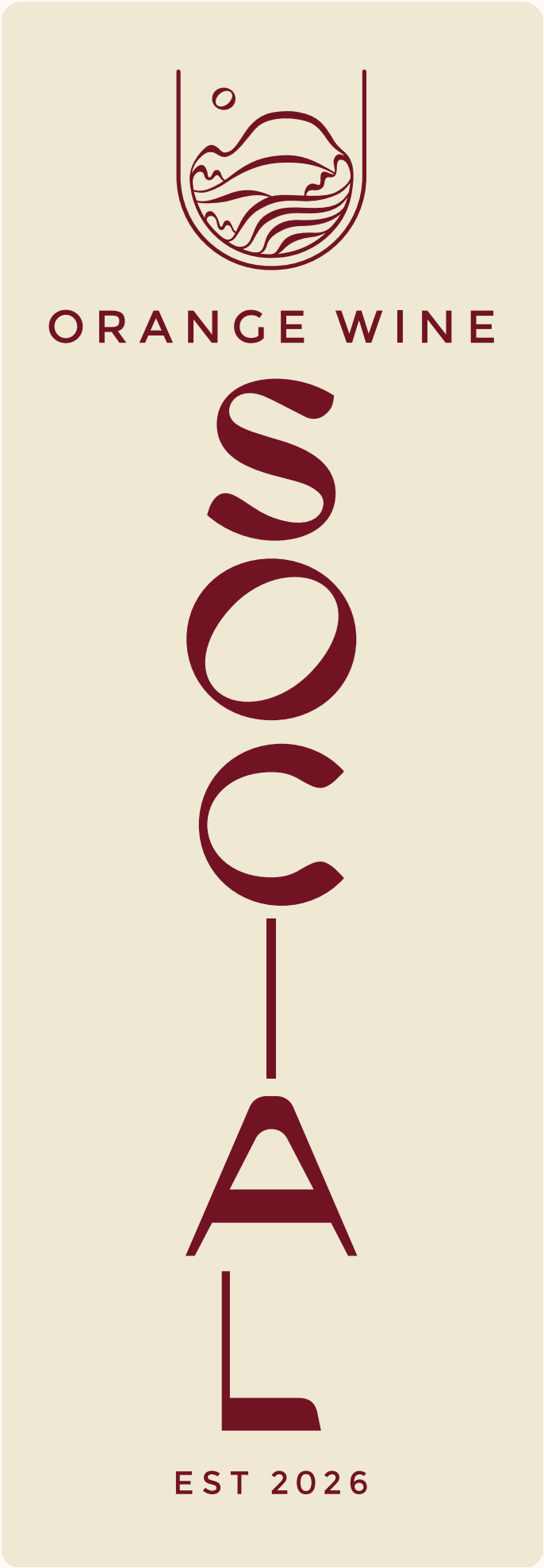
Logo design





Brand kit

Logo variations

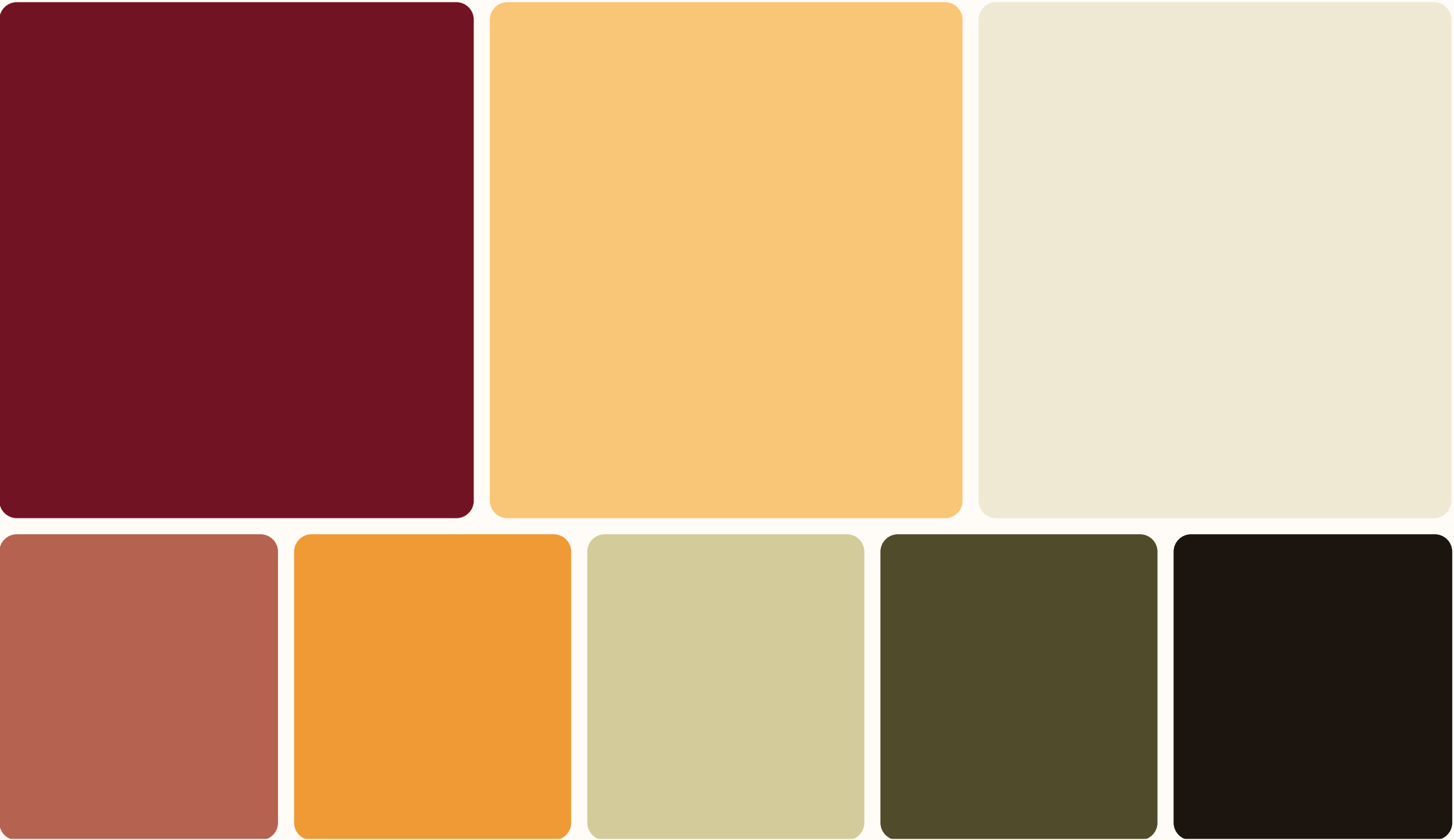


Typography

Header **Subheader**

Caption **Body text**

Colour palette





Signage design mockup





Penguin Random House Book jacket illustrations

Publishing

New Delhi, India
2017–2025

I've illustrated over 30 book jackets for Penguin Random House on a regular freelance basis, working alongside my corporate and brand practice.

Strong reception from stakeholders across each project – from art directors and sales teams to the authors themselves – led to repeat commissions. This included ongoing work for multiple titles and series by Bibek Debroy and Ashok Ferrey.

SCOPE

Illustration
Packaging design



Short stories by Ashok Ferrey



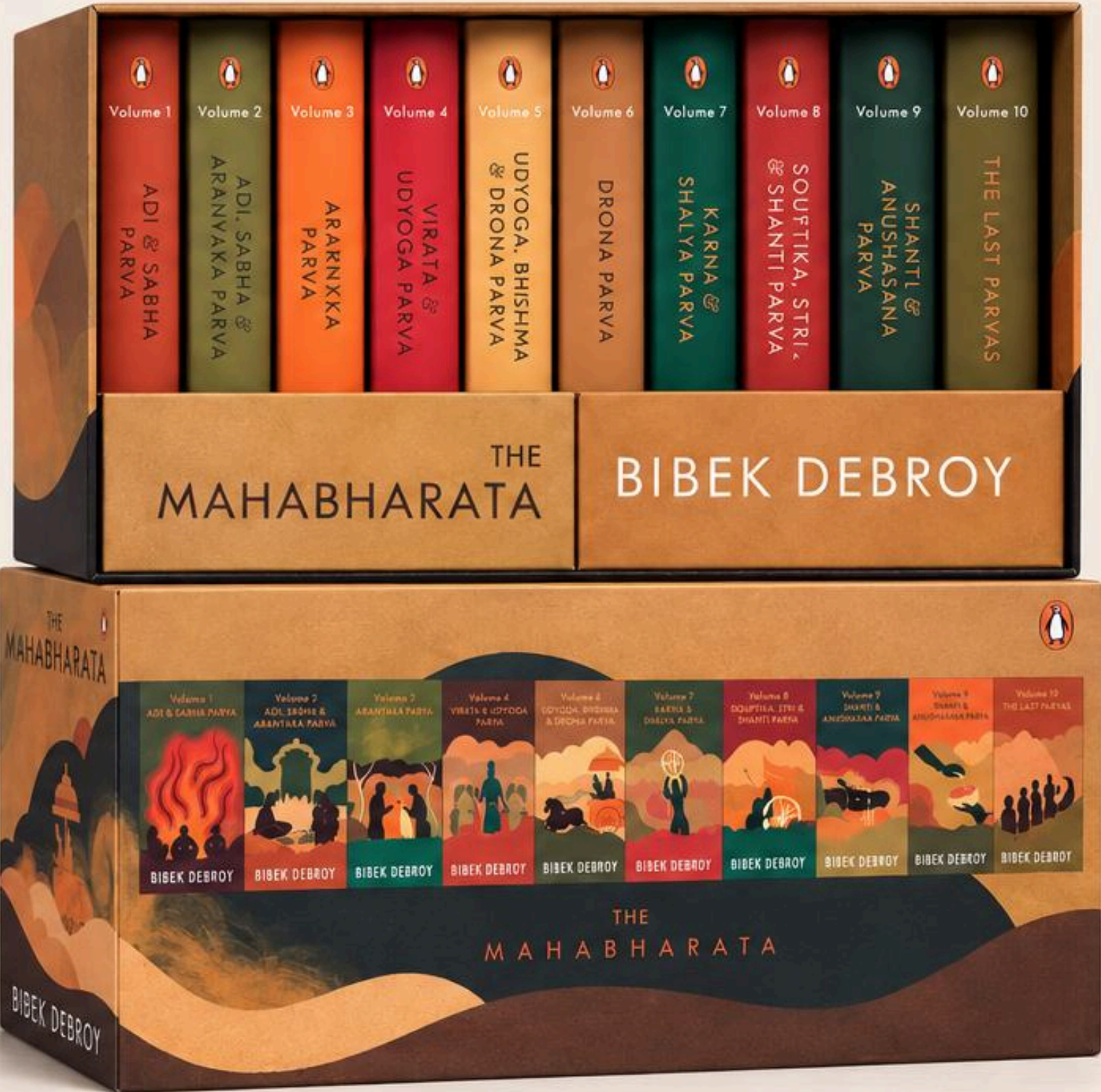
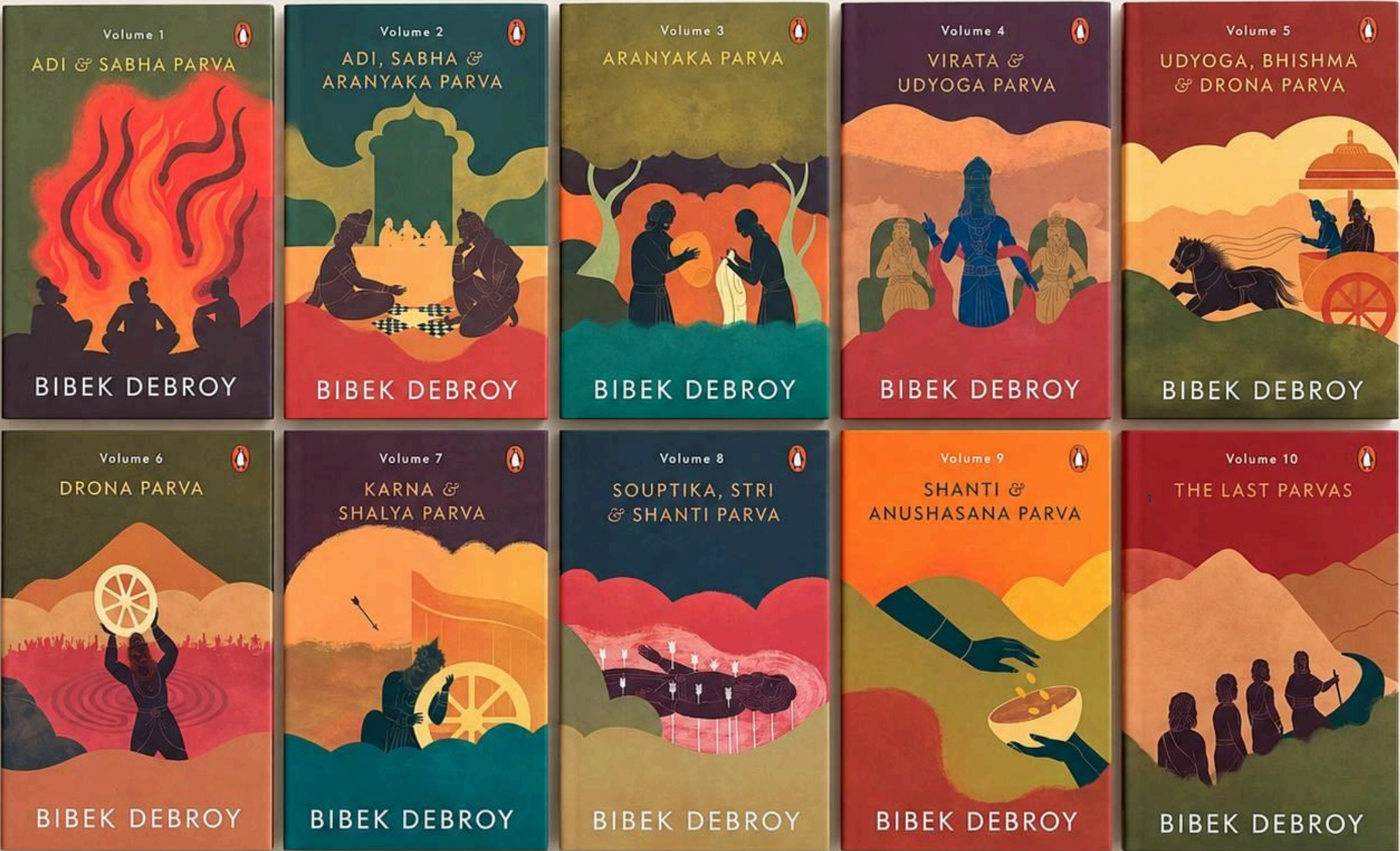


Penguin Classics: The Ramcharitmanas

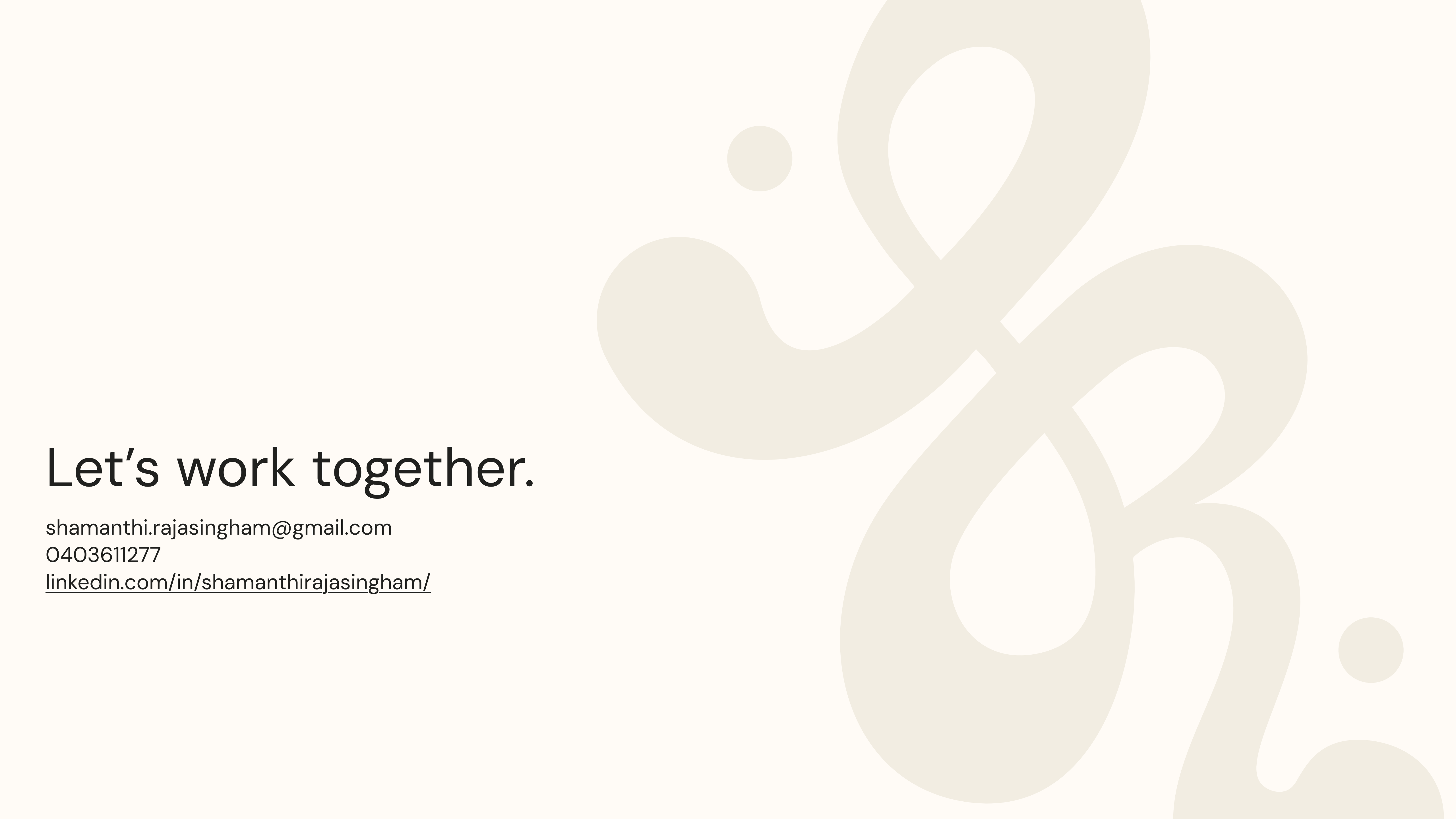




The Mahabharata – 10-volume box set



Following six successful illustration projects for the same translator, I was trusted with replacing the series’ original photographic artwork with a ten-panel illustration and box art that brought its stories to life.



Let's work together.

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