

Christopher Costuna

+61 415 694 309 / chris@tuna.studio
tuna.studio
Melbourne, Australia

I work across strategy, branding, marketing and service design. Some call me a creative strategist. Others call me an innovative problem solver. Whatever the label, I help organisations make and keep their brand promise.

I connect brand, product, customer experience and marketing so growth is clearer, sharper and easier to execute. Trusted by executives in financial services, energy, health, defence and the public sector to turn ambiguous business goals into decisions people can act on.

Approach

People centric.

Putting all people at the heart of the challenge, creative process, and solutions.

AI enabled.

Using technology as the accelerator for human insight, imagination, and ingenuity.

Digitally focused.

Experiences that capture people's attention and respond to their ever-changing needs.

Speed of culture.

Ideas connected to the pulse of culture, society, and the mood of the moment.

Capabilities

Branding

Brand positioning, narrative, architecture, tone of voice, value proposition, brand world, and visual identity systems.

Service Design

Service blueprints, journey maps, experience principles, brand promise alignment, product experience, pilots, go-to-market launches.

Digital and Design

North Star visioning, product strategy, product roadmaps, user frameworks, information architecture, UX, UI, prototyping, conversational design, deployment and launch.

Research

Customer and stakeholder research, ethnographic studies, focus groups, user testing, insights, trend analysis, user archetypes.

Marketing

Campaign planning, segmentation and audience strategy, creative strategy, big-idea development, integrated campaigns, art direction, copywriting, social-first and performance creative, production oversight, film, OOH, digital, social, audio and experiential.

Leadership

Mentoring, culture building, design literacy uplift, stakeholder management up to executive and ministerial level.

Education

Anthropic / AI Fluency, Deploying Claude Enterprise, AI Capabilities and Limitations, AI Fluency for builders

IDEO U / Design Leadership & Insights to Impact

Monash University / Bachelor of Design – Visual Communication.

Box Hill Institute / Diploma of Design

Mazenod College / Victorian Certificate of Education

Experience

Tuna.Studio

Creative Director & Experience Design Consultant
Jan 2025 – Current

Independent Design and Creative Consultant. I work with brands directly or with agencies in a fractional capacity.

Clients and partners: NAB, Lexus, Chevron, Digitas.

Cognizant

Strategy Director
Jan 2023 – Dec 2024

Responsible for the Strategic Design practice in Australia. Led new business initiatives with internal partners and external prospects.

Clients: AGL, Barwon Water, CoreLogic.

PwC

Experience Design Lead
May 2019 – Jan 2023

Led the Experience Design team in Melbourne to build out the capability of the studio. Established the quality standard the practice was to deliver.

Clients: Beyond Blue, NAB, Sydney Fish Market, BHP, Rightship, Intelligence Services, HBF, Coles, Liquorland.

Fjord / Accenture

Service Design Lead
Oct 2016 – Apr 2019

Service Design Lead in the Melbourne studio in charge of leading and delivering strategic roadmaps and digital products for our clients.

Clients: Australian Defence Force, EnergyAustralia, AGL, ANZ, NAB, Inland Revenue New Zealand.

Freelance

Creative Director
2005 – 2008 & 2011 – 2016

Creative Director for various agencies around Melbourne. Established a long-term partnership with Naked Communications to co-lead the adidas account.

Agencies: Naked Communications, Taboo, Cummins & Partners, Noisy Beast, Local Peoples, Celsius, Gemba.

Clients: adidas, TAC, Art Series Hotels, Jeep, Swisse Vitamins, ANZ, Automed, Australian Open.

Dolly Rogers

Co-Founder & Creative Director
Apr 2008 – Oct 2011

Started the agency in response to my employer collapsing. Quickly secured clients and partnerships with agencies. Together with StrawberryFrog, we won the global Emirates account. Recognised with a Webby Nomination for my design of WeTransfer.

Partners: Sid Lee, StrawberryFrog, Indie Amsterdam, Oy

Clients: WeTransfer, Nike, MTV, ID&T, Mysteryland, Emirates, Heineken.

Pro bono

Southside Festival / Chair / 2025 – Current

Role: Chairing meetings and contributing to the programming of the festival.

Frankston Arts Advisory Committee / Advisor / 2025 – Current

Role: Contributing to the strategic direction of the public art, event programming and library activities.

Other bits about me

Kintsugi / Learning the Japanese art of repairing pottery with gold, making broken things beautiful.

Girl dad × 2 / Ongoing shared role with my partner. Remit now includes a dog and cat.

Runner / Started running to overcome road accident injuries. Recently completed a 28 km trail run.

Photographer / Landscapes, surfing, and family stills and video.

Referees

Available upon request