

Let's make it.

Christopher Costuna is a hybrid creative across strategy, branding, marketing and service design. Some call him a creative strategist. Others call him an innovative problem solver. Whatever the label, he helps organisations make and keep their brand promise.

He connects 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.

Starts with the customer and the team, not the deliverable.

AI enabled.

Prototypes in GenAI code and builds LLM-driven tools into the design process.

Digitally focused.

Equally at home shaping a North Star vision or shipping the next sprint.

Moves at the speed of culture.

Big ideas built to flex across channels, seasons and platforms.

EXPERIENCE

Tuna.Studio — Creative Director & Experience Design Consultant

Jan 2025 – Current

Independent strategic design practice serving regulated sectors: financial services, energy, defence and health. Fractional and embedded senior direction for teams that need it, without the cost or commitment of a permanent executive hire.

Cognizant — Strategy Director

Jan 2023 – Dec 2024

PwC — Experience Design Lead

May 2019 – Jan 2023

Fjord / Accenture — Service Design Lead

Oct 2016 – Apr 2019

Freelance — Creative Director, Advertising and Branding

2005 – 2008, 2011 – 2016

Sid Lee, StrawberryFrog, Naked Communications, Cummins & Partners, Indie Amsterdam

Dolly Rogers — Co-Founder

Apr 2008 – Oct 2011

CAPABILITIES

Branding

Brand positioning, narrative and architecture. Tone of voice. Value proposition development. Brand worlds and visual identity systems.

Digital Product Strategy

North Star visioning, product roadmaps, user frameworks, complex information architecture and system-level UX for mission-critical dashboards. Prototyping in GenAI code and AI/LLM conversational design.

Marketing

Go-to-market planning, segmentation and audience strategy, campaign strategy and creative platforms. Big-idea development, integrated concepting, art direction and copy craft, social-first and performance creative. Production oversight from script to delivery across film, OOH, digital, social, audio and experiential.

Service Design

Service blueprints, journey maps, experience principles and storytelling that align brand promise, product experience and go-to-market into one commercially useful story.

Research

Customer and stakeholder research, insight synthesis and design-led discovery for executives, ministries and multidisciplinary teams.

Leadership

Fractional and embedded design leadership. Mentor and culture builder who lifts design literacy across multidisciplinary teams. Stakeholder management at executive and ministerial level.

BRANDS

Nike · Adidas · Emirates · Heineken · WeTransfer · NAB · ANZ · CoreLogic · Beyond Blue · HBF · Coles · Liquorland · AGL · EnergyAustralia · MTV · Toyota · Lexus · Chevron · Australian Defence Force

AGENCIES

Digitas · Naked Communications · Cummins & Partners · Sid Lee · StrawberryFrog · Indie Amsterdam · Dolly Rogers

CONSULTANCIES

Fjord / Accenture · PwC · Cognizant

PRO BONO

Chair, Southside Festival Frankston

2025 – Current

Advisor to Frankston City Council on Arts and Events (Frankston Arts

Advisory Committee)

2025 – Current

EDUCATION

IDEO U — Design Leadership; Insights to Impact · 2016

Bachelor of Design, Monash University · 2002

Elected Design Director of the cohort

Diploma of Design, Box Hill Institute · 1999

Victorian Certificate of Education, Mazenod College · 1998

OTHER HATS

Kintsugi. Learning the Japanese art of repairing pottery with gold — making broken things beautiful. Also the philosophy behind Tuna.Studio: strengthen fragmented systems rather than replace them.

Girl dad × 2. Ongoing shared role. Remit now includes a puppy.

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

Photographer. Mainly landscapes. Sometimes mid-trail-run, with limited success.

Tech tinkerer. Revives old computers with open-source software.