

BORAN ASENA

I build the store, the brand and the **AI** that runs the business.

Engineer by degree, designer by habit, founder by trade.

SELECTED WORK

12 Goods

12goods.shop · Winter 2025 → 2026

Co-founder · UK premium accessories brand · built the whole digital side

- **Custom-coded storefront** with animations and graphics Shopify themes can't do. Only checkout hands off to Shopify.
- **Social from zero to 26,000 followers and 23M+ views** on the top eight posts: competitor analysis, original posts, Photoshop plus AI video.
- **Full supply chain wired up:** factory packaging specs, warehouse-ready ASNs, Huboo fulfilment embedded into Shopify, delivery and customs brokers.
- **AI ops tool:** reads Instagram stats and email, drafts replies and learned our taste from our votes. Human-approved, password-gated.

LCDA Trading

Cigar retailer · N. Cyprus

Rebuilt and extended their **ikas** store

- Fixed bugs and shipped new features by **injecting custom code** into a closed platform.
- AI tools that read supplier documents and update prices and catalogue.
- **Google Business Profile + SEO** (photos, titles, meta, review replies): now **#1 on Google for N. Cyprus cigar searches**, interactions up month after month.

Graphic & email design

Boran Asena Solutions · since Jun 2026

Brand visuals, social creative, email campaigns

- Took 12 Goods' inherited brand look **past the template** into its own visual system. Heavy Photoshop, fast turnaround.
- **AI image and video** on top, for posts, ads and store visuals. Competitor-aware: inspired by the best, copying none.
- **Email campaigns in Figma** for three concept brands: streetwear drop, coffee lifecycle flow, skincare launch. **View in Figma →**

West Rent a Car

N. Cyprus · live

Car rental website, designed, built and live

- Running now. Same approach: fast, custom, built to get bookings.



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Gdańsk, Poland · remote

23M+

views on the top 8 posts, 26K followers from zero

#1

Google result for N. Cyprus cigar searches

100%

custom-coded storefront, no theme

TOOLBOX

Shopify

ikas

AI apps

JavaScript

HTML / CSS

Python

APIs

Photoshop

Figma

Email design

AI image + video

SEO

Google Business

Fulfilment

Meta content

BACKGROUND

B.Sc. Electrical & Electronics Eng.

Eastern Mediterranean Univ., 2025
High Honours, in 3.5 years

Languages

English · Turkish · Russian
Polish (learning)

One project or ongoing. Either way, it ships.

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