Joey Lu

AI Product Developer | Full-Stack Engineer | Unity Game Producer

Flushing, NY | halagame@gmail.com | joey.geminum.ai | linkedin.com/in/joey-luk

U.S. citizen | Open to U.S. relocation and worldwide remote work

Summary

Independently designed and built two AI products for game developers and players, owning the user experience, architecture, frontend, backend, and AI integrations. Led a 25-person smart-glasses team and a 10-person game team. Teach hands-on AI and game development to university students.

AI product development

Three Old Pals Inc | AI Product Developer | Apr 2025 - Present

geminum.ai | 2D game asset production

Built geminum.ai to automate 2D game asset production so developers can turn artwork into working game scenes. It generates configurable VFX with AI and automates sprite slicing for skeletal animation, scene assembly, and the creation of character state machines.

Geminant | Consumer AI arcade | Google Play

Built an arcade platform with a library of short games. Players can use AI to remix a game while they play, share their original versions, and build on remixes from others.

Built the React Native app and AI backend, launching Google Play Early Access in September 2026.

Teaching & industry mentoring

Xi'an University of Posts and Telecommunications | Invited Industry Mentor | Apr 2025 - Present

Teach AI applications and game development through hands-on projects. Taught a class of 20 students and guided four of them through two months of Coffee Coffin development.

Skills

AI API integration, agent workflows, product prototyping, UI/UX, and technical mentoring.

Node.js (7 years), React, Next.js, React Native, PostgreSQL, Docker, Unity (6 years), Pixi, Expo, Vite.

Game production

Three Old Pals Inc / Halagame | Game Producer & Developer | 2020-2025

Geminum | Steam

Created a sci-fi visual novel with extensive cutscenes across standalone chapters. Directed gameplay and visual design, built the Unity framework and playable demo, and later led a 10-person team for two years.

Coffee Coffin | Steam

Built most of a gothic Unity narrative game where players listen to wandering souls and brew coffee to help them move on. Built a custom harness to guide AI art generation for the game's visual direction.

Dream Nest | Steam

Designed a playable director simulator in which players develop a script, cast AI actors, and direct a film. Led students in developing the AI filmmaking workflow from scripts and storyboards through edited video.

Team leadership & earlier experience

Sanshan Optical / Facewear | Project Manager | 2018-2020

Led a 25-person team developing smart glasses and a companion app. Set objectives, assigned requirements, and reviewed technical and frontend deliverables. The project used Python, GANs, and CNNs for deep learning.

IIL | Website & Business Systems Development | 2015-2018

Built the company website and order system and contributed layouts for a project management product.

Noviant | Co-Founder | 1999-2008

Co-founded the company, developed software and maintained servers on client assignments, and continued freelance collaboration after 2008.

Earlier work includes client websites, business systems, and an independently developed Android and iOS text-and-audio app with offline playback.

Education

College of Staten Island, City University of New York | Marketing coursework