Gilad Baumhorn

Game Design and Product Leadership

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Portfolio | LinkedIn

Game designer and product leader across free-to-play mobile, VR and casual games. Pixel Pie co-founder and CPO, combining hands-on systems design with roadmap ownership and cross-functional leadership, from early prototypes through global launch and live operations.

EXPERIENCE

Pixel Pie Games | Mar 2022 - Sep 2026
Co-Founder & Chief Product Officer | Started as Game Designer

- Led design and production of Bubble Busters, a competitive mobile bubble shooter, from early prototypes through global launch and live operations.
- Owned combat, 13 character abilities, progression and seasonal rewards from prototypes and specifications through release; used player data to refine board behaviour and first-player balance.
- Led design, art and engineering production across a project team of approximately 35; owned the roadmap, priorities and feature delivery.
- Shared company strategy with the CEO and CTO; helped define hiring needs and assess candidates, and contributed to budget discussions.
- **Combat design:** Replaced score-based rounds with health-and-damage combat, making character abilities central to winning matches.
- **Product decisions:** Helped remove character-specific restrictions on playing matches, shifting to free play with optional seasonal tickets. Engagement increased following the change.

InPerson | Jun 2021 - Mar 2022
Game Designer | VR Blast

- Owned game design for VR Blast: 360-degree and roguelite modes, run upgrades, procedural level configurations and block drops timed to the music.

Play.Works | Full-time: Dec 2017 - Jun 2020
Game Designer & Product Owner | Previously freelance

- Led game design and production on 12 shipped casual and hyper-casual titles across multiple platforms, spanning arcade, puzzle and social-choice games.
- Defined analytics requirements and used player data to guide design changes; researched competing games to inform roadmap decisions.

CURRENT PROJECT

ExtractionLight - Designing and developing a playable PC action prototype built around extraction risk, combat and a physical inventory in which weapons and loot compete for space.

SKILLS AND TOOLS

Leadership: Company and product strategy; hiring planning; cross-functional leadership; roadmap prioritisation.

Game design: Combat and systems design; progression and economy; game balancing; live operations; rapid prototyping.

Tools: Unity (C#), Notion, Jira; spreadsheet modelling (Excel / Google Sheets).

AI workflow: Codex, ChatGPT and Claude for coding, prototyping and design documentation.