

= Alex Seropian =

Alexander Seropian (born 1969) is an American video game developer , one of the initial founders and later president of Bungie Software Products Corporation , the developer of the Marathon , Myth , and Halo video game series . Seropian became interested in computer programming in college and teamed up with fellow student Jason Jones to publish Jones 's game Minotaur . The two became partners , and Bungie grew to become the best @-@ known Apple Macintosh game developer before being bought by Microsoft in 2001 .

In 2004 , Seropian left Bungie and created Wideload Games , with the goal of streamlining game development . Wideload 's small core development team worked with outside contractors to produce Stubbs the Zombie and Hail to the Chimp . Wideload was acquired by Disney in 2009 . As part of the deal Seropian became vice president of game development for Disney Interactive Studios . In 2012 he left the position to start Industrial Toys , a company focusing on mobile games .

= = Biography = =

= = = Early life = = =

Alex Seropian attended the University of Chicago , and joined the Phi Delta Theta fraternity , where he would soon meet one of his future colleagues Jason Jones . Interested in computer programming , Seropian was pursuing a mathematics degree with a concentration in computer science as the Department of Computer Science did not offer undergraduate degrees at the time . He graduated in 1991 with a Bachelor of Science degree in mathematics . Before graduating , Seropian was living with his father , sleeping on his couch , and debating whether to get a job or create his own video game company . Seropian 's father advised him to take a job to get experience , but the next day Seropian decided to found his own company . " My dad is a master of reverse psychology " , Seropian said .

= = = Bungie = = =

Seropian 's first game was a self @-@ published Pong @-@ clone called Gnop ! . The Apple Macintosh @-@ exclusive game was free , although a few customers paid \$ 15 for the game 's source code . In 1991 he founded Bungie and published his first commercial game , Operation Desert Storm . Seropian sold 2 @,@ 500 copies of the game , assembling the game boxes and mailing them out from his bedroom . Seropian partnered with his Artificial Intelligence classmate Jason Jones to publish Jones 's nearly complete Minotaur : The Labyrinths of Crete ; while the game sold only around 2 @,@ 500 copies ? it required a then @-@ rare modem for network play ? it developed a devoted following . After publishing Minotaur , the two formed a partnership .

For the next Bungie title , 1993 's Pathways Into Darkness , Seropian hired a third team member for graphics work . The game was the first three @-@ dimensional texture @-@ mapped game on the Mac and the first true first @-@ person shooter . By 1994 Bungie had grown to a staff of six and had moved into a rundown Chicago office ? a converted former religious school located in front of a crack house . Their next title , Marathon , began development as a sequel to Pathways but grew larger . On release it won several awards and established Bungie as the top Mac game developer .

For the first game of the Halo series , Halo : Combat Evolved , Seropian noted that the company had to incorporate new features such as surround sound and cinematics . Halo went on to sell more than 4 million units by 2004 and founded a media franchise encompassing sequels , books , and music . Seropian left Bungie in 2002 to spend time with his new family , but also due to frustrations with the game development process .

= = = Wideload Games = = =

Seropian founded his own studio in 2004 called Wideload Games , intended to be more streamlined than most video game studios . Calling the current method of game development " broken " , Wideload began with a staff of 10 , with the plan to outsource the lion 's share of development , to stay within budget . Seropian said that the idea came from figuring out that his decade @-@ old assumptions about how to make games did not necessarily apply to the future . Seropian turned to the film industry for cues , saying that it helped to look at an older industry that had been solving the same types of problems for a longer period than video games . The external development model allowed Wideload to focus on the creative aspect of a project and added flexibility in what types of projects the team could take on . Wideload produced two games , 2005 's Stubbs the Zombie in Rebel Without a Pulse and 2008 's Hail to the Chimp .

On September 8 , 2009 Disney acquired Wideload . Seropian joined Disney to head its in @-@ house game development team , Disney Interactive Studios . The sale of Wideload was not originally planned : Wideload and Disney began working on a title together , and as conversations turned to a " broader scope and vision " , the two companies " discovered [they] had a lot in common , " Seropian said . Seropian left Disney in February 2012 . Seropian also serves as DePaul University 's second " game designer in residence " ; DePaul is the first liberal arts university to offer a bachelor 's degree for game design .

= = = Industrial Toys = = =

In 2012 , Seropian founded a studio named Industrial Toys . The company plans to develop mobile games for core gamers . The first title by Industrial Toys , Midnight Star , was announced to be a sci @-@ fi shooter designed with touch @-@ based mobile platforms in mind , and debuted in February 2015 .