

Vitor Cepeda Lopes

Creative Director / Executive
Producer / Storyteller



Direction



Narrative



Cinematography



Fashion film



Production

BASED IN

Cascais, Lisbon, Portugal
Portuguese citizen, EU work authorization

CONTACT

vitor@vitorcedalopes.com
[+351 914 891 500](tel:+351914891500)

SELECTED LINKS

[LinkedIn](#), [Portfolio](#)
[GitHub](#)

PROFILE

Creative Director, Executive Producer, Storyteller and systems builder with a career spanning music, technical theatre, film, advertising and interactive experiences. Founder of TheHive, combining concept and visual authorship with budgets, multidisciplinary teams, client leadership and delivery. Long-standing technological curiosity has shaped practical solutions throughout that work, from casting workflows to hybrid events. Current practice extends into generative production, agentic systems and open-source contribution.

PRACTICE

Concept and narrative authorship.

Production and client leadership.

Hands-on technical problem solving.

WORK EXPERIENCE

TheHive

Founder, Creative Director
& Storyteller

December 2024-Present

Estoril, Portugal

- Founded and lead TheHive, connecting storytelling, film, interactive work and applied technology. Own concept and creative direction, production strategy, team assembly, client approvals and final delivery, alongside company direction and ecosystem architecture.
- Led Yamaha Motor Europe's **2025 seasonal campaign** from concept and writing through creative and film direction, delivering the main film, short version and graphic assets with custom generative-AI techniques.
- Creative-directed a separate Yamaha interactive web experience; moved into hands-on AI-assisted front-end implementation to recover its most complex module, delivering ahead of deadline with approval at first review.
- Built a two-person real-time visualisation workflow for a time-critical event-architecture project connected to FIA and Formula 1 (F1), learning Twinmotion rapidly and delivering animated views from large 3ds Max scenes in three production days.
- Bring around three years of hands-on generative-AI experience into production work, now using a custom stack that combines in-house tools with cloud-hosted models.
- Current development includes Almanac, an OpenClaw-based education OS for teachers with a customised Control UI frontend, and TheHiveOS, connecting people, projects and client relationships while supporting generative-AI production management. Almanac is in development; TheHiveOS is in development and partly used internally.

Madstudios

Executive Producer, Film
Director, Creative Director
& Director of
Photography

May 2019-April 2023

Oeiras, Portugal

- Led budgets, schedules, client and supplier negotiation, teams and delivery. Helped shape the studio's strategy and move into larger institutional and advertising productions.
- Conceived, wrote, executive-produced, directed and edited Dr. Bayard's Avós do Peito, Avós para Sempre! campaign. The campaign received five national and international awards, including a Gold Stevie and a Communicator Award of Excellence.
- Developed hybrid and interactive production formats during the pandemic. Led technical concept and delivery for Novartis's Breast Cancer Experts Hub, and executive production and technical direction on the online musical Clockdown.



Experience and practice

Music, theatre, film, creative leadership and practical systems.

EXPERIENCE CONTINUED

Bro Cinema

Junior Director, Assistant Director, Creative Assistant & Casting Director

April 2017-September 2018 Lisbon, Portugal

- Worked across casting, location scouting, pre-production and assistant direction; directed and edited spec films and branded content.

Krypton Films

Director's Department Intern

July 2016-January 2017 Lisbon, Portugal

- Contributed to more than 20 film productions through scouting, casting, references, pre-production, assistant directing and editing.

TheAngryPit

Narrative Creative Systems, Storytelling & Interactive Experiences

2012-Present Independent practice Portugal

- Develop original IP, story architecture, narrative worlds and interactive concepts. Created and directed independent films including ReSpawn, Monsters Inside Us, Damage and New Hope.
- Developed an original transmedia game concept using Unreal Engine 4, reaching advanced conceptual development.

Music and Theatre

Direction, Performance & Technical Production

2007-2011

- Assistant Music Director and Concertmaster on Wojtyla - O Musical; musical direction, technical consultancy and violin performance at Teatro Experimental de Cascais.
- Technical Director and Violin Teacher at Salesianos do Estoril; music production, sound design, live performance and teaching across further engagements.

CURRENT TECHNICAL WORK & WRITING

Contribute to agent infrastructure and developer tools, with **40 public external PRs merged across 10 repositories** (as of 5 October 2026), including OpenClaw, Hindsight, MLX Audio and OpenDesign. Work spans runtime and release reliability, streaming speech and agent workflows. Created and maintain TheAngrySkills, an installable agent-skill stack. Write TheMind Shift by VCL on human-AI systems and practical technology. Have access to OpenAI Daybreak for defensive security work.

Skills

Creative and production leadership

Creative direction, narrative development, film direction, cinematography, budgets, schedules, client and supplier negotiation.

Film, sound and interactive work

Editing, Premiere Pro, After Effects, Photoshop, sound design, music production, casting, hybrid events and real-time visualisation.

Technical practice

Generative-AI workflows, agentic systems, Python, TypeScript/JavaScript, C# contributions, front-end implementation, Git and testing.

Education & development

Cinema, Video and Multimedia Communication

Universidade Lusófona, 2013-2014. Coursework towards the bachelor programme; degree not completed.

Cinematography mentoring

Shane Hurlbut, ASC, 2015-2021.

Violin studies

Esproarte, 2000-2006.

Languages

Portuguese (native), English (advanced), Spanish (working knowledge).