

# AYANANTA CHOWDHURY

*Senior Manager – Technical Writing*

*Kolkata, India*

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## Professional Summary

For 16 years, I have guided users of enterprise software in understanding product features and usage procedures. Over the years, the method of guidance evolved from purely text-based support to engaging short audio-visual explanations to seamless assistance via embedded digital guided tours and microcopy (UX writing). For the past five years, I've focused more on Content Strategy and Information Architecture.

Most recently, I served as a Senior Technical Communications Manager at HCL Technologies, where I was an Information Architect for a SaaS ERP solution from SAP, with documentation published in 13 languages. In my previous-to-last role, I served as the Content Strategist for SugarBox Networks, a technology startup.

## Key Achievements

- Reduced SAP product support tickets by 53.24% YoY (2024)
- Cut down SugarBox CDN configuration time by 31.44% (measured via Google Analytics and Hotjar)

## Education

- Post-Graduation in Mass Communication and Journalism – Calcutta University (2005–2006)
- B. Com (Hons) – Prafulla Chandra College, Calcutta University (2002–2005)
- ISC & ICSE – Assembly of God Church School (2002)

## Value Proposition

Tailor your content to your users' experience, expertise, and preferences. Choose the most effective format and delivery medium for your content. Evaluate its performance and organize it in a way that facilitates reusing existing content, provides centralized control over making global changes, and streamlines

translation and localization workflows – leveraging my years of experience in content strategy and information architecture.

Additionally, transform your static user assistance into an autonomous virtual agent that guides users through every step within the workflow and even performs tasks on their behalf when requested - utilizing my knowledge of advanced AI technologies of Retrieval-Augmented Generation (RAG) and Agentic AI.

## Professional Experience

### **HCL Technologies | Senior Technical Manager, User Assistance (Mar 2023 – Apr 2025, Remote)**

- Categorized Content as well as all Content Metadata in four structural levels to achieve single sourcing, content reuse, and rapid localization for a SaaS ERP solution from SAP, publishing in 13 languages.
- Broadened the scope of Content Reuse to include granular content.
- Maintained separate Translation and Publishing workflows for efficiently managing translation and delivery, ensuring streamlined processes.
- Authored Product Documentation and reviewed them for compliance with localization and accessibility standards.
- Configured the Build Manifest and executed the Documentation Build in IxiaSoft Component Content Management System for publication, and reviewed the Build Logs for errors.

### **SugarBox Networks | Manager, Technical Communications (Aug 2020 – Sept 2022, Remote)**

- Created User Personas and drafted User Journeys, determining pain points, preferred content formats, and commonly used devices while consuming documentation, to optimally orient the content.
- Defined successful User Assistance (UA) and the corresponding Key Performance Indicators (KPI). Tracked User Engagement by implementing advanced performance tracking and monitored and analyzed the performance of UA against the defined KPIs, assessing the efficacy of the content strategy.
- Overseen the Content Creation process and managed writers and reviewed their deliverables. Authored the key concepts of a Configurations and Deployment manual for a Hyperlocal CDN solution.
- Authored and reviewed Blogs, Case Studies, and Patent Application Documents.

### **HCL Software | Senior Consultant, Technical Writing (Nov 2018 – Mar 2020, Pune)**

- Developed Product Documentation in an Agile Documentation environment by participating in daily scrums, following periodic sprint cycles, and attending sprint planning and retrospective meetings.
- Compiled Release Notes and drafted Hotfix Documentation for a data-engineering solution. Also composed UI texts (microcopy).
- Drafted API documentation, including both Conceptual and Reference sections.
- Performed Usability Testing by following the procedural instructions for newly authored tasks.

#### **Persistent Systems | Team Lead, Information Development (Nov 2013 – Mar 2017, Pune)**

- Produced Videos of minimum viable products (MVP)s of medical devices to demonstrate their use case to potential investors, using Microsoft PowerPoint, Camtasia, and Audacity.
- Coordinated with Change Requesters, Implementers, and the Change Advisory Board (CAB) for the management of Change Requests submitted by Merck & Co global onsite teams, as per the ITIL process.
- Developed a User Guide for VMware's vRealize Network Insight, performing cross-functional collaboration with globally distributed Product, UX, and Engineering teams.
- In an IBM project, updated the Product Documentation and maintained the Operations Guide.

#### **Rolta India | Senior Technical Writer (Aug 2012 – July 2013, Mumbai)**

- Developed Content for new feature enhancements of a GIS-based application, using RoboHelp.
- Validated the Procedural Steps of newly authored tasks by completing the task following the steps.

#### **Polaris Software Lab | Technical Writer (Oct 2010 – Aug 2012, Mumbai)**

- For a banking and finance software, co-authored the User Guide and Installation and Configuration Guide.
- Validated the Procedural Steps of newly authored tasks by completing the task following the steps drafted by my coworker.

#### **Connectiva Systems | Technical Writer – (Feb 2008 – Sept 2010, Kolkata)**

- Authored Help Content for new feature enhancements of a Telecom product and created Training PPTs.

#### **Compare Infobase | Content Writer (Jan 2007 – Dec 2007, Kolkata)**

- I began my career as a Content Writer with this company, writing Content for travel websites.

## Documentation Artifacts Delivered

- Printed and Online Help: User Manuals, Getting Started, Installation and Configuration Guides, Release Notes, What's New, and Hotfix Docs.
- In-Product User Experience: Digital Guided Tours and Microcopy (placeholder texts, mouse-hover messages, error/success messages, call to actions, empty states, and tooltips, among other UI texts).
- Training and Support Documents: Training PPTs, Troubleshooting Guides, FAQs, and KB Articles.
- API Documentation: Smart API documentation, with detailed conceptual and reference materials.
- Video Tutorials: Short video tutorials.
- Miscellaneous: Newsletters, Case Studies, Technical Blogs, SOPs, and Runbooks.

## Skills and Technologies

- AI in Technical Writing – Knowledge of RAG, Agentic AI, and Prompt Engineering. Used AI tools, like Perplexity, Claude, Gemini, ChatGPT, Cursor AI, Crew AI, Colab, and NotebookLM
- Content Strategy - Familiar with MarketMuse and Surfer SEO. Have working experience with Google Analytics, Hotjar, and Algolia
- Information Architecture - Have working experience with IxiaSoft Component Content Management System (CCMS) while managing the product documentation of an SAP ERP application during tenure at HCL Tech. Familiar with Screaming Frog SEO Spider, MindManager, and MarketMuse
- Written Communication (Authoring) and Structured Documentation - Familiar with Document360. Have experience with DITA Oxygen XML, Arbortext Editor, RoboHelp, Confluence, Google Doc, and MS Word
- Audio-Visuals and Diagramming and Flowcharting - Familiar with Napkin, Piktochart, HeyGen, Eleven Labs, and Canva AI. Have working experience with - Camtasia, Audacity, Visio, and Draw.io
- Digital Guidance (In-App Help) - Guided Tours and UX Writing (Microcopy) - WalkMe DAP
- API Documentation - Familiar with Mintlify Writer. Have working experience with Swagger UI, Postman
- Languages - Familiar with HTML, XML, JSON, YAML, JavaScript, and Python
- Editing and Proofreading - Grammarly, oXygen Positron AI Assistant, and Acrolinx
- Docs as Code - Git, GitHub, Markdown
- Project Management and Ticketing - JIRA, ServiceNow