AYANANTA CHOWDHURY

Senior Manager – Technical Writing

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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. For the past five years, I've focused more on Content Strategy, Information Architecture, and Leadership and Stakeholder Management. Skilled in AI-driven user assistance, workflows, and automation.

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

Key Achievements

- Reduced SAP product support tickets by 53.24% YoY (2024) through improved in-product assistance (Digital Guided Tours).
- Cut down SugarBox CDN configuration time by 31.44% (measured via Google Analytics and Hotjar) through user journey optimization, analytics, and targeted customer guidance.
- Developed content architecture improving the efficiency in content maintenance across two implementations.

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, like Retrieval-Augmented Generation (RAG) and Agentic AI.

Professional Experience

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

- Served as a product expert for end users, explaining features and workflows and reviewing the content to ensure compliance with localization and accessibility standards for a SaaS ERP solution from SAP, which was published in 13 languages.

- Categorized Content into four data-types and organized the Content Metadata into four hierarchical levels to improve efficiency in content maintenance and achieve large-scale content reuse, rapid localization, and multi-channel publishing. 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.

- 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, Change Manager, and the CAB for change management of CRs 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.

Earlier Roles: Connectiva Systems - Tech Writer, Feb 2008 – Sept 2010**, Compare Infobase, Cont Writer**

Documentation Artifacts Delivered

- <u>Printed and Online Help</u>: User Manuals, Getting Started, Installation and Configuration Guides, Release Notes, What's New, and Hotfix Docs.

- <u>In-Product User Assistance</u>: Digital Guided Tours and Microcopy (placeholder texts, mouse-hover messages, error/success messages, call to actions, empty states, and tooltips, among other UI texts).

- <u>Training and Support Documents</u>: Training PPTs, Troubleshooting Guides, FAQs, and KB Articles.

- <u>API Documentation</u>: Smart API documentation, with detailed conceptual and reference materials.

- <u>Video Tutorials</u>: Short video tutorials.

- <u>Miscellaneous</u>: Newsletters, Case Studies, Technical Blogs, SOPs, and Runbooks.

Skills and Technologies

- <u>AI-driven User Assistance and tools</u> – Knowledge of RAG, Agentic AI, and Prompt Engineering. Used AI tools, like Perplexity, Claude, Gemini, ChatGPT, Crew AI, Colab, and NotebookLM

- <u>Analytics tools</u> - Familiar with MarketMuse and Surfer SEO. Used Google Analytics, Hotjar, and Algolia to understand customer behavioral pattern to conduct low usage analysis

- <u>Authoring tools</u> – DITA XML Editors (structured authoring), RoboHelp, Confluence, Google Doc, and Word

- <u>Customer Education tools</u> – WalkMe, Camtasia, Canva AI

- <u>Component Content Management System (CCMS) tools</u> – Used IxiaSoft while with HCL Technologies

- <u>Information Architecture tools</u> - Familiar with Screaming Frog SEO, MindManager, and MarketMuse

- <u>Audio-Visuals and Diagramming and Flowcharting tools</u> - Have working experience with - Camtasia, Audacity, Visio, and Draw.io. Familiar with Napkin, Piktochart, HeyGen, Eleven Labs, and Canva AI

- <u>API Documentation tools</u> - Have working experience documenting REST APIs using Swagger UI, Postman, creating documentation for Developer Audiences. Familiar with Mintlify Writer

- <u>Editing and Proofreading tools</u> - Grammarly, oXygen Positron AI Assistant, and Acrolinx

- <u>Project Management and Ticketing tools</u> - JIRA, ServiceNow

- <u>Docs as Code</u> – Git (version control system), GitHub, Markdown

- <u>Languages</u> - Familiar with HTML, XML, JSON, YAML, JavaScript, and Python

- <u>Low-Code/No-Code tools</u> – Cursor AI (created my Digital Interactive Resume using Cursor)