

AYANANTA CHOWDHURY

Senior Manager – Technical Writing
Kolkata, India

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Professional Summary

For 16 years, I have guided users through enterprise applications by creating multimodal help materials. In the last five years, I designed the information architecture for a hyperlocal CDN startup, implemented its content strategies, optimized the content for one of SAP's SaaS solutions, and drafted API documentation in addition to product documentation.

I now specialize in architecting AI-native user assistance systems by remodeling content around user intent, chunking topics into atomic knowledge units, and enriching content with machine-interpretable semantics, metadata, and governance signals. I can contribute toward building a knowledge graph and vector representation (a hybrid RAG) to map the relationships and dependencies among atomic knowledge units of content, as well as to convert those units of content into numerical representations.

Education

- Post-Graduation in Mass Communication and Journalism – Calcutta University (2005–2006)

Work Experience

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

- Spearheaded knowledge management through comprehensive content audit—identifying gaps in content reuse, linking, and profiling—leading to an optimized and scalable knowledge base, used by 100000+ enterprise users.
- Made Business Scenario Explorers to both visually and textually illustrate how different business processes of one of SAP's enterprise resource planning (ERP) suite connect within a workflow to realize any business scenario.
- Created embedded user assistance (UI texts and digital guided tours). Also, produced video tutorials with screen recordings showing UI navigations, authored online help for SAP's Knowledge Base, and drafted hotfix docs.

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

- Created user personas and journey maps by directly interacting with OTT clients of this hyperlocal CDN startup.
- Established KPIs and used Google Analytics, Hotjar, and Algolia to analyze engagement, demographics, consumption patterns, traffic sources, heatmaps, scroll depths, and zero-yield searches for evaluating content efficiency.
- Designed a scalable content library with technical enforcement mechanisms for content reuse and adaptability.
- Authored the key concepts of a configuration and deployment manual; wrote blogs and case studies.

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

- Authored product documentation in an Agile environment by participating in daily scrums and sprint meetings.
- Compiled and edited release notes for a data-engineering solution. Also wrote the UI texts (microcopy).
- Added parameter descriptions in the Open API Specification file and wrote the conceptual part of API documentation.

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

- Produced videos of medical device MVPs to demonstrate their use case to potential investors.
- Coordinated ITIL-based change management with Merck & Co. global teams.
- Wrote the user guide and quick start guide for vRealize Network Insight, a VMware product, in an onsite deployment at VMware, collaborating cross-functionally with global Product, UX, and Engineering teams.
- Ensured documentation followed accessibility and inclusive-design best practices. Updated an IBM operations guide.

Rolta India | Senior Technical Writer - Product Documentation (Aug 2012 – July 2013, Mumbai) Fulltime

- Prepared content for new feature enhancements of a GIS-based application, using RoboHelp - a single sourcing tool.
- Conducted usability testing by following the procedural steps of newly authored tasks by peers.

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

- Co-authored the user guide and installation and configuration guide of a banking and finance software.

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

- Built storyboards for eLearning videos, reviewed the content of corporate training PPTs, and updated the user guide.

Compare Infobase | Content Writer (Jan 2007 – Dec 2008) Fulltime - Wrote content for travel websites.

Achievements

- Optimized SAP's SaaS ERP Business ByDesign's help content to enable 11% reuse across the documentation set.
- Cut CDN configuration time by 31.44% (measured via Google Analytics and Hotjar) at SugarBox Networks.

Skills

AI

Build an AI-ready content architecture to transform static help into a proactive and autonomous help system by containerizing, remodeling and enriching content, and transforming procedures into executable knowledge to building a hybrid retrieval-augmented pipeline (a relational multi-nodal knowledge graph for logical accuracy and a vector index for semantic similarity), and designing agent behaviors (including tool-using agents).

Use prompt engineering techniques to generate the most accurate output from AI tools for day-to-day work.

INFORMATION ARCHITECTURE

Transform content library with strategic architecture that enables content reuse and leads to scalable documentation.

CONTENT STRATEGY

Create user personas, map user journeys, and determine the appropriate help type and channels of distribution based on audience analysis. Create content calendars & implement performance measurement mechanisms to assess performance.

CONTENT DEVELOPMENT

Develop multimedia user assistance, such as video tutorials and screen recordings, printed and online help, and data visualizations (GIFs, infographics, diagrams, flowcharts, charts, and mind maps). Author release notes, what's news, hotfix docs, troubleshooting & FAQs, training materials for certificate exams/corporate training/eBooks. Write marketing collaterals, such as blogs, newsletters, and case studies. Edit SOPs & runbooks as per MSTP guidelines.

UX WRITING (UI TEXTS) AND EMBEDDED ASSISTANCE

Embed assistance in the form of microcopy and walkthrough videos within the product to seamlessly assist users.

API DOCUMENTATION

Deliver exceptional developer experiences through well-structured API documentation with interactive examples.

LANGUAGE: JSON, XML, YAML, Markdown, HTML, Python (only familiarity)

Tools

Component Content Management System (CCMS): IxiaSoft | **Docs as Code:** Git, Markdown | **Audio-Visuals & Diagramming and Flowcharting:** Camtasia, Visio, Napkin, Piktochart, HeyGen, and Lucidchart | **Analytics:** Google Analytics, Hotjar, and Algolia | **Authoring:** DITA XML Editors (Oxygen, Arbortext), RoboHelp, Confluence, Google Docs, MS Office | **DAP:** WalkMe | **Project Management/Ticketing ITSM:** JIRA, ServiceNow | **API Doc'tion:** Swagger, Postman, Mintlify | **Vibe Coding:** Cursor AI

Certifications DITA XML Authoring | UX Writing | API Documentation | Camtasia | Git