

# AYANANTA CHOWDHURY

*Senior Manager – Technical Writing*

*Kolkata, India*

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## Professional Summary

For 16 years, I have helped users navigate enterprise software products and understand their full range of utilities and usage procedures. Over the years, the method of guidance evolved from purely text-based support to engaging short audio-visual explanations to seamless embedded help. For the past five years, I've focused more on Content Strategy, Information Architecture, and Leadership and Stakeholder Management.

Most recently, I served as a Senior Technical Communications Manager at HCL Technologies, focusing on information architecture and product documentation for a SaaS ERP solution from SAP, which was published in 13 languages. Before that, I served as a Content Strategist for SugarBox Networks, a technology startup. Also, having nearly completed a 6-month course on advanced AI, I am now an AI-powered Technical Writer.

## Key Achievements

- Reduced SAP product support tickets by 53.24% YoY (2024) through improved in-product assistance.
- Cut down SugarBox CDN configuration time by 31.44% (measured via Google Analytics and Hotjar) through user journey optimization, analytics, and targeted customer guidance.

## 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

I bring comprehensive expertise in information architecture, content strategy, and traditional as well as AI-powered documentation systems. By optimizing content reuse, linking, profiling, and variable application, I streamline information creation processes and enhance repository efficiency. Through audience research and

consultation, I develop user personas and journey maps that ensure content aligns precisely with user needs, expertise levels, and consumption patterns. I implement specialized performance tracking mechanisms to measure documentation effectiveness and drive continuous improvement.

My content creation capabilities span digital guided tours, data visualizations, video tutorials, and textual help documentation. Based on my AI expertise, I transform static documentation into dynamic, self-sufficient help systems that adapt to user needs and reduce support overhead.

## 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.
- As an Information Architect, I identified gaps in content reuse, linking, and profiling, and the application of variables by comparing reports generated by the IxiaSoft component content management system (CCMS) with the findings from my content audit.
- Configured the Build Manifest and executed the Documentation Build in the CCMS for publication, and reviewed the Build Logs for errors.

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

- As a Content Strategist for a startup on hyperlocal content distribution network (CDN), I identified the teams responsible for configuring the customer's Origin server with SugarBox's CDN console. After learning about the consumption patterns, preferences, expertise, and demographics of the intended audience, I created user personas and mapped user journeys to develop content tailored to their need.
- Defined what successful User Assistance (UA) is and set up the corresponding Key Performance Indicators (KPI). To assess the effectiveness of help documentation, I used tools like Google Analytics, Hotjar, and Algolia, which provided insights into user engagement, demographics, consumption patterns, traffic sources, heatmaps, scroll depths, and instances of zero-yield searches.
- 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. Also, 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 new task procedures by completing them as drafted by my coworker.

### **Connectiva Systems - Tech 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 Assistance: 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-driven User Assistance and tools - Knowledge of RAG, Agentic AI, and Prompt Engineering. Used AI tools, like Perplexity, Claude, Gemini, ChatGPT, Crew AI, Colab, and NotebookLM
- Analytics tools - Familiar with MarketMuse and Surfer SEO. Used Google Analytics, Hotjar, and Algolia to understand customer behavioral pattern to conduct low usage analysis
- Authoring tools - DITA XML Editors (structured authoring), RoboHelp, Confluence, Google Doc, and Word
- Customer Education tools - WalkMe, Camtasia, Canva AI
- Component Content Management System (CCMS) tools - Used IxiaSoft while with HCL Technologies
- Information Architecture tools - Familiar with Screaming Frog SEO, MindManager, and MarketMuse
- Audio-Visuals and Diagramming and Flowcharting tools - Have working experience with - Camtasia, Audacity, Visio, and Draw.io. Familiar with Napkin, Piktochart, HeyGen, Eleven Labs, and Canva AI
- API Documentation tools - Have working experience documenting REST APIs using Swagger UI, Postman, creating documentation for Developer Audiences. Familiar with Mintlify Writer
- Editing and Proofreading tools - Grammarly, oXygen Positron AI Assistant, and Acrolinx
- Project Management and Ticketing tools - JIRA, ServiceNow
- Docs as Code - Git (version control system), GitHub, Markdown
- Languages - Familiar with HTML, XML, JSON, YAML, JavaScript, and Python
- Low-Code/No-Code tools - Cursor AI (created my Digital Interactive Resume using Cursor)