

# 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 (localized and published in 13 languages), and drafted API documentation in addition to product and maintenance documentation.

I now specialize in architecting AI-native help systems by designing content taxonomies, remodeling documentation around user intents, chunking topics, and enriching content with machine-interpretable semantics, metadata, and governance signals. I develop the content ontology by defining semantic classes, relationships, attributes, and constraints, and contribute to semantic mapping that enables knowledge graph construction and hybrid retrieval (vector+graph RAG).

## Work Experience

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

- Conducted content audit to ascertain the quality of existing documentation. Ran TEXTML queries on IxiaSoft CCMS to identify gaps in content reuse. Optimized the SAP product knowledge base through efficient knowledge management.
- 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, journey maps, and user flow diagram based on audience analysis.
- 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 key concepts of a configuration & deployment manual for a hyperlocal CDN; 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 sprint planning meets and daily scrums.
- Compiled and edited release notes for a data-engineering solution. Also wrote a wide range of 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.
- Collaborated cross-functionally with global teams to author a user and quick start guide for a VMware product.
- 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 tasks newly authored 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 software, following DDLC.

#### **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.

## Education

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

## Skills

### AI

Build AI-ready content architectures that transform static documentation into proactive, autonomous help systems by modularizing and remodeling content around user intent, enriching it with machine-interpretable semantics and governance signals, and converting procedures into executable knowledge. Contribute to hybrid retrieval pipelines that combine knowledge graphs for logical reasoning with vector indexes for semantic similarity, and help design 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