

AYANANTA CHOWDHURY

Senior Manager – Technical Writing

Kolkata, India

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Professional Summary

For 16 years, I have guided users through enterprise applications, enabling them to master each product's wide range of capabilities and use every feature effectively. My guidance methods evolved with technology—from text-based support to engaging short videos and seamless embedded help. In the past five years, I've focused increasingly on Content Strategy and Information Architecture.

Most recently, as Senior Technical Manager at HCL Technologies, I led information architecture and product documentation initiatives for SAP's SaaS ERP solution, delivering content published in 13 languages.

Previously, as Content Strategist at SugarBox Networks, a hyperlocal CDN startup, I designed the content ecosystem from the ground up. Having nearly completed an advanced 6-month AI course, I now bring AI capabilities to tech comm, blending domain expertise with cutting-edge tools like RAG and Agentic AI.

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

- Acted as product expert for end users, explaining features and workflows and reviewing content for localization and accessibility compliance for a SaaS ERP solution from SAP.
- As Information Architect, identified gaps in content reuse, linking, and profiling, and the application of variables - by running TEXTML queries and comparing reports generated by the IxiaSoft component content management system (CCMS) with the findings from my content audit done earlier.
- Enforced standards for content reuse, linking, profiling, and adaptiveness through validation rules and workflow gates. Configured the Build Manifest and executed the Documentation Build in the CCMS.

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

- At a hyperlocal CDN startup, I developed user personas and journey maps from direct user interaction, ensuring all content was tailored to user needs.
- Defined what successful User Assistance (UA) is and KPIs. Used Google Analytics, Hotjar, and Algolia to analyze engagement, demographics, consumption patterns, traffic sources, heatmaps, scroll depths, and zero-yield searches.
- Established content architectural standards by implementing technical enforcement mechanisms for reuse policies, taxonomy profiling, linking patterns, and usage of variables; authored the key concepts of a configuration and deployment manual and wrote blogs, case studies, and patent application docs.

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

- 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.
- Conducted usability testing by following the procedural instructions for newly authored tasks.

Persistent Systems | Team Lead, Information Development (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 requesters, implementers, managers, and CAB for Merck & Co. global teams.
- Developed user guide for vRealize Network Insight, a VMware product, in an onsite deployment at VMware, collaborating cross-functionally with global Product, UX, and Engineering teams.
- Updated product documentation and maintained operations guide for an IBM project.

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

- 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 written.

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

- Co-authored the user guide and installation & configuration guide of a banking and finance software.
- Validated new task procedures by completing the tasks following the steps drafted by my coworker.

Connectiva Systems - Tech Writer, (Feb 2008 – Sept 2010, Kolkata) Fulltime

- Authored help content for revenue assurance product features; created training PPTs.

Compare Infobase - Content Writer (Jan 2007 – Dec 2007, Kolkata) Fulltime

- Began career writing content for travel websites.

Key Achievements

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

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
- 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 | DAP | Diagramming and Flowcharting tools - Have working experience with - Camtasia, Audacity, Visio, and WalkMe. Familiar with Napkin, Piktochart, HeyGen, Eleven Labs, and Canva AI
- API Documentation tools - Proficient in 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)

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.

Value Proposition

If starting a new documentation department, I can help establish the foundational governance for content reuse policy, linking patterns, profiling taxonomy, and variable usage—via CCMS validation rules and automated quality gates. I build reusable libraries, profiling taxonomies, and conref/conkeyref mechanisms. For maturing teams, I migrate content, enforce governance, and add maintenance.

Using my knowledge of RAG and Agentic AI, I can help transform your content repository into an AI-native system. Also, I can implement performance tracking mechanisms to measure the performance of documentation and drive data-informed improvements.
