

# AYANANTA CHOWDHURY

Senior Manager – Technical Writing

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## Professional Summary

Senior Technical Communications Manager with 16 years of experience directing content governance, content strategy, information architecture, and producing and reviewing content for complex enterprise applications. Most recently served as Senior Technical Manager, User Assistance at HCL Technologies—managing the end-user documentation of an SAP ERP solution published in 13 different languages. Have produced in-app UX content, digital guided tours, video tutorials, and API documentation for top companies, including VMware, Merck & Co., Barclays, and IBM.

## Value Proposition

*Transforming guesswork into data-driven insights, I implement advanced Performance Tracking that precisely identifies where users engage, encounter difficulties, or face dead ends.*

*Moving from merely informing to proactively guiding through the workflow, I propose evolving static documentation into AI-native support solutions using my knowledge of Retrieval-Augmented Generation (RAG) and Agentic AI. An AI-native support solution is an intelligent and dynamic help system that actively assists users through complex workflows with personalized, context-aware guidance tailored to their role, skill level, and language preferences.*

## Key Achievements

- Reduced SAP product support tickets by 53.24% YoY (2024).
- Cut SugarBox CDN configuration time by 31.44% (measured via Google Analytics and Hotjar).
- Designed information architecture and devised content strategy as well as coached team members in HCL Technologies, SugarBox Networks, HCL Software, and Persistent Systems.

## 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)

## Skills and Technologies

Skill	Technologies/Tools
AI in Technical Writing	Generative AI, RAG, Agentic AI, and Prompt Engineering.  Tools: Perplexity, Claude, Gemini, Cursor, Crew AI, Colab, and Notebook LM.
Content Strategy	Familiar with MarketMuse and Surfer SEO. Have working experience with: Google Analytics, Hotjar, and Algolia.
Information Architecture	Have working experience with IxiaSoft Component Content Management System (CCMS) while managing the product documentation of an SAP ERP application during tenure at HCL Tech.  Familiar with Screaming Frog SEO Spider, MindManager, and MarketMuse.
Written Communication (Authoring) and Structured Documentation	Familiar with the all-in-one authoring tool - Document360.  Have working experience with: DITA Oxygen XML, Arbortext Editor, RoboHelp, Confluence, Google Doc, and MS Word.
Audio-Visuals and Diagramming and Flowcharting	Familiar with Napkin, Piktochart, HeyGen, Eleven Labs, and Canva AI. Have working experience with: Camtasia, Audacity, Visio, and Draw.io.
Digital Guidance (In-App Help): Guided Tours and UX Writing (Microcopy)	Digital Adoption Platform: WalkMe
API Documentation	Familiar with Mintlify Writer  Have working experience with: Swagger UI, Postman.
Languages	Familiar with HTML, XML, JSON, YAML, JavaScript, and Python
Editing and Proofreading	Grammarly, oXygen Positron AI Assistant, and Acrolinx
Docs-Like-Code	Git, GitHub, Markdown

Project Management and Ticketing	JIRA, ServiceNow
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## Professional Experience

### Senior Technical Manager, User Assistance – [HCL Technologies](#) (Mar 2023 – Apr 2025, Remote)

- Categorized Content as well as all Content Metadata in four structural levels to achieve single sourcing, content reuse, and rapid localization for a massive volume of documentation of an SaaS ERP solution from SAP, publishing in 13 languages.
- Broadened the scope of Content Reuse to include granular content.
- Maintained separate Translation and Publishing workflows for efficiently managing translation and delivery, ensuring an overall effective information architecture.
- Authored and reviewed Product Documentation, ensuring compliance with localization and accessibility best practices.
- Configured the Build Manifest and executed the Documentation Build in IxiaSoft CCMS for publication, and reviewed the Build Logs for errors.

### Manager, Technical Communications – [SugarBox Networks](#) (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.
- Drafted what successful User Assistance (UA) looks like and defined Key Performance Indicators (KPI). Tracked User Engagement 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.
- Reviewed Blogs, Case Studies, and Patent Application Documents.

### Senior Consultant, Technical Writing – [HCL Software](#) (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.

### **Team Lead, Information Development – [Persistent Systems](#) (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, and the Change Advisory Board (CAB) for the management of Change Requests 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, worked on updating the Product Documentation and maintaining the Operations Guide.

### **Senior Technical Writer – [Rolta India](#) (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.

### **Technical Writer – [Polaris Software Lab](#) (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.

### **Technical Writer – [Connectiva Systems](#) (Feb 2008 – Sept 2010, Kolkata)**

- Authored Help Content for new feature enhancements of a Telecom product and created Training PPTs.

### **Content Writer – [Compare Infobase](#) (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 Manuals, Release Notes, What's New, and Hotfix Docs.
- In-Product User Experience: 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.