AYANANTA CHOWDHURY

Senior Manager – Technical Writing

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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. Over the years, the method of guidance evolved from purely text-based support to engaging short audio-visual explanations to seamless embedded help. In the past five years, I've focused more on Content Strategy and Information Architecture.

Most recently, I served as a Senior Technical 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.

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**

- 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 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 based on my findings from direct user interaction, ensuring all content was strategically tailored to user needs.

- 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.

- I established content architectural standards by implementing technical enforcement mechanisms for reuse policies, taxonomy profiling, linking patterns, and usage of variables. Also, I authored the key concepts of a configuration and deployment manual and wrote blogs, case studies, and patent application documents.

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.

- Performed 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 minimum viable products (MVPs) 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 change requests submitted by Merck & Co global onsite teams, as per the ITIL process.

- Developed a user guide for VMware's vRealize Network Insight, collaborating cross-functionally 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)** **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 about new features of a revenue assurance product and created training PPTs.

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

- I began my career as a content writer with this company, writing content for travel websites.

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.

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

- <u>API Documentation tools</u> - Proficient in documenting REST APIs using Swagger UI, Postman, creating documentation for Developer Audiences. Familiar with Mintlify Writer

- <u>Editing and Proofreading tools</u> - Grammarly, oXygen Positron AI Assistant, and Acrolinx

- <u>Project Management and Ticketing tools</u> - JIRA, ServiceNow

- <u>Docs as Code</u> – Git (version control system), GitHub, Markdown

- <u>Languages</u> - Familiar with HTML, XML, JSON, YAML, JavaScript, and Python

- <u>Low-Code/No-Code tools</u> – Cursor AI (created my Digital Interactive Resume using Cursor)

Documentation Artifacts Delivered

- <u>Printed and Online Help</u>: User Manuals, Getting Started, Installation and Configuration Guides, Release Notes, What's New, and Hotfix Docs.

- <u>In-Product User Assistance</u>: Digital Guided Tours and Microcopy (placeholder texts, mouse-hover messages, error/success messages, call to actions, empty states, and tooltips, among other UI texts).

- <u>Training and Support Documents</u>: Training PPTs, Troubleshooting Guides, FAQs, and KB Articles.

- <u>API Documentation</u>: Smart API documentation, with detailed conceptual and reference materials.

- <u>Video Tutorials</u>: Short video tutorials.

- <u>Miscellaneous</u>: Newsletters, Case Studies, Technical Blogs, SOPs, and Runbooks.

Value Proposition

If you're starting a new documentation department, I can help establish the foundational governance for content reuse policy, linking patterns, profiling taxonomy, and variable usage. I can implement technical enforcement mechanisms by configuring CCMS validation rules and creating automated quality gates. I can then help set up the content architecture by creating a reusable content library, designing a profiling taxonomy, and implementing the conref mechanism and conkeyref for variable content. If you're maturing an existing content department, I can do all the tasks mentioned previously and then migrate your content into the new architecture. I shall then establish the governance and maintenance.

Based on my knowledge of RAG and Agentic AI, I can help turn your content repository into an AI-native system. Also, I can help implement performance tracking mechanisms to measure documentation efficiency.