



Alumni Spotlight: Ayala Schwartz (SSDS '14)

Schechter alumna Ayala Schwartz (SSDS '14) is combining her degree in human services from Elon University with her love of fashion and design in her work as social media manager at Payton Rose Boutique in Northbrook. In this role, Ayala generates content in photos or videos of the store, clothes, accessories, and customers. She also engages with customers, helps them select outfits, and organizes merchandise.

“My favorite part of my job is interacting and connecting with all the customers,” she said. “I love helping them look and feel their best while shopping. I also love the creativity that working in retail has sparked in me. I found a new passion for fashion that I didn’t realize I had!”

For as long as Ayala can remember, she has been drawn to helping people. “I enjoy getting to know people and learning about their motivations and perspectives. Human services is about understanding people’s unique skills, talents, and needs to help support and empower them to live happier and more productive lives.”

Ayala speaks fondly of her years at Schechter, noting that she loved going on field trips with her classmates. “These experiences helped me see beyond the walls of Schechter and develop an appreciation and interest in others and the world around us.”

Ayala added that Schechter cultivated her Jewish identity and gave her the knowledge and skills to carry on Jewish traditions and values. “Today I practice Judaism by celebrating Shabbat weekly, going to Israel, and continuing my Jewish education.”

Ayala is proud of her brothers, Elan (SSDS '16) and Ayden. Elan attends New York University and is studying Political Science. Ayden attends George Washington University and is studying Public Health.

